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THE NATIONAL NEWSPAPER OF MARKETING

NC&K Gets Nod in Contest for Hertz Account

Conflicting Statements Obscure Reasons for $4,000,000 Account Shift

CHICAGO, July 3—Hertz Corp. today steered its $4,000,000-plus Rent A Car advertising account into the Norman, Craig & Kummel garage.

Campbell-Ewald Co., which had the account for 32 years, was dropped last week (AA, June 29). C-E was one of a group of six finalists soliciting the account; they also included NC&K, Benton & Bowles, Cunningham & Walsh, Clinton E. Frank Inc. and North Advertising.

Behind the award of the lucrative account reportedly lay a week of struggle within the Hertz company as to which agency should be named. ADVERTISING AGE was told by one source that the Hertz advertising committee chose the Frank agency, but that the committee's recommendation was ov-

(Continued on Page 77)

Squibb Cuts Agency Field for Consumer Line; C&W Unaffected

NEW YORK, July 3—E. R. Squibb & Sons, long dormant on the national advertising scene, is contemplating a return to active competition in the household products field. Squibb, a division of Olin Mathieson Chemical Corp., has been talking to several agencies about its plans. C. W. Lemkau, sales manager of merchandising products, said the choice has been narrowed to two agencies, with a decision due by the end of next week.

■ Mr. Lemkau explained that Squibb feels it has some products which are "sleepers." He declined to indicate the nature of these products, except to say that they are consumer items and that toothpaste is not one of them.

The Squibb product list runs into the hundreds. The majority of these are ethicals, marketed only to physicians. However, it also maintains an extensive line of nonprescription products which are barely mentioned to consumers. Among these products are aspirin, vitamins, shaving creams, toothpaste, toothbrushes and various

(Continued on Page 73)

Despite Hostile Moves, Government Likes Ads

Mueller Tells Commerce Advisory Group of 'Belief in' Importance of Ads

WASHINGTON, June 30—Representatives of advertising and media groups were assured by a ranking Commerce Department official today that hostile actions which the government takes to regulate advertising should not be regarded as an indication that advertising's importance isn't appreciated.

In a greeting to the department's newly organized advertising advisory committee, Commerce Under Secretary Frederick H. Mueller said, "From time to time the government has to act in the interest of public safety, professional ethics, or fiscal responsibility in a way which affects certain forms of advertising.

"But such actions must never be interpreted as in any sense a lessening of our fundamental belief in advertising as a touchstone of free enterprise in the marketplace and a bulwark of free speech and communication in our political and social life."

■ Composed of representatives of 15 trade associations under the chairmanship of Frederic R. Gamble, president of the American Assn. of Advertising Agencies, the advertising committee devoted its one-day meeting to a review of federal, state and local governmental actions which have worried various segments of advertising.

Among the topics which came up for discussion were the actions of the Commerce Department in the regulation of advertising by patent agents and of outdoor signs along the new interstate highways system.

No actions were reported other than a decision to meet on a monthly basis.

Under Secretary Mueller, who is reported to be a leading candidate

(Continued on Page 73)

Underwood Goes to J. M. Mathes

NEW YORK, July 1—J. M. Mathes Inc. has been awarded the advertising account of the Underwood Corp., succeeding William Esty Co.

The account includes electric, standard and portable typewriters, data processing equipment, adding and accounting machines, office supplies and electronic instrumentation.

Its billings are expected to be under $1,000,000, with a heavy concentration in business publications. The actual budget, media list and schedule are still a matter of discussion.

■ The Mathes agency, the likelihood of whose selection was first reported here (AA, June 22), is understood to have been chosen largely on the basis of its approach and performance for other clients with problems generally similar to those of Underwood. No specific plan for Underwood is believed to have been discussed.

The Underwood acquisition is the second in as many weeks for Mathes. Hambro Automotive Corp. named the agency last week for Austin Motor Co., effective Aug. 1, after an absence of seven years. #

REVOLUTIONARY NEW FORM OF LIPSTICK TAKES BEAUTY WORLD BY STORM

GOING NATIONAL—*Lip Quick, new Warner-Lambert Pharmaceutical Co. brand, expected to be in national distribution before Dec. 31, is running ads like this in the four test cities—Kansas City; Portland, Ore.; Seattle and Atlanta. Lambert & Feasley is the agency.*

NAB Code Unit to Use Carrot as Well as Whip

It Hopes to Push Code Adherents as Better Ad Media

WASHINGTON, July 3—The stiffening attitude of the code review board of the National Assn. of Broadcasters toward code offenders will be followed by other moves designed to give code stations standing and prestige which will distinguish them from non-code stations.

With the code board ready to lose members if necessary in order to get code compliance, NAB believes it will soon be able to demonstrate to the public and to advertisers that in many communities code stations are doing a better job of eliminating objectionable commercial practices than non-code stations.

As one NAB staff member puts it, "Now that we have expanded our monitoring program to 110,000 hours per year, we expect to do some comparative monitoring between code and non-code stations. We think the public and the advertiser will find that in most instances, there is better value in the code station."

■ Under a new arrangement with Broadcast Advertising Reports, NAB will get about three times as much monitoring information as it has had in the past. The comparative monitoring is expected to involve about 75 markets, so that code subscribers will be in a position to compare their own performance with non-code stations in the same community.

As a result of stepped-up code enforcement, NAB believes both the public and the advertiser are becoming more conscious of the code program. Members of the code board and staff have expressed concern lately at reports in ADVERTISING AGE and elsewhere that many advertisers profess to be unaware of the code, or to be completely indifferent about preferring code stations when ordering time.

■ While stations have been urged to display their code membership seal frequently throughout the day, code members themselves have done little to tell the public about their adherence to the code, or to seek to capitalize on it. As code

(Continued on Page 73)

Not Enough Good Ad-Making in West (or East, Midwest), Gribben Charges

Y&R President Tells Ad Assn. of West, 'Ads Must Get Off Rear End'

LAKE TAHOE, CAL., July 1—The West is not producing enough good advertising, western admen and adwomen were told yesterday by the president of a large New York-headquartered agency.

The author of this statement was George Gribben, president of Young & Rubicam, and his audience was composed of delegates to the 56th annual convention of the Advertising Assn. of the West.

But Mr. Gribben had not come to this cool mountain retreat to criticize the quality of western advertising alone, as he quickly made apparent. After showing slides of what he considered to be "real good advertising done in the West," and pointing out that unfortunately there is not enough of it, he said:

"And there's not enough good advertising coming out of Kansas City or St. Paul or Chicago or

(Continued on Page 76)

Both AAW, AFA Invited to Meet in Denver in '62

LAKE TAHOE, July 3—The Advertising Assn. of the West and the Advertising Federation of America may draw a little closer in 1962 if the efforts of the Denver Advertising Club are successful. The AAW voted yesterday to hold its '62 convention in Denver, and the adclub also has asked AFA to hold its '62 meeting in the Mile High City. If both organizations meet there at the same time many of the sessions probably will be joint meetings, although each organization will hold its own business meeting. #

Last Minute News Flashes

Burnett of Canada Gets Ovaltine Food Products

PETERBOROUGH, ONT., July 3—Ovaltine Food Products Co., formerly A. Wander Ltd., has appointed Leo Burnett Co. of Canada Ltd. to handle its Canadian advertising. McConnell, Eastman & Co. is the former agency for the company's Ovaltine, toddy and other products.

Stephan Distributing Moves to Finney from C&W

FORT LAUDERDALE, July 3—Stephan Distributing Corp., which manufactures Stephan's dandruff remover hair lotion, has switched its account from Cunningham & Walsh to Peter Finney Co., Miami. The new agency said Stephan will use magazines and broadcast media and will spend $1,000,000 annually.

Front-Rear Engine Battle Lines Form

DETROIT, July 3—The heretofore esoteric question of whether an auto engine should be in back or in front may soon become a burning issue via the advertising of the Big Three. This week Chevrolet division held a press conference to explain why it thinks the engine belongs in back. (Chevy's economy-size Corvair will have a rear-mounted engine.) Meanwhile, Chrysler is launching a drive with a spread in the July 6 *Life* to insist the engine belongs up front, as in the Simca. Ford made its position clear a while back, with a tv commercial showing the bad effects of moving the weight of an arrow from the head to the rear.

(Additional News Flashes on Page 77)

Liquor Sales Up 1.7% in '58, Says 'Handbook'

Newspaper Ads Were Off 3.2%; Magazine Ad Volume Rose 6.3%: Gavin

NEW YORK, July 1—Despite the recession, calendar 1958 showed a sales gain of 1.7% in distilled spirits over 1957. Last year's volume in cases was 82,037,253 compared with 80,693,388 in 1957.

In '58, spirit blends still represented the most widely purchased product type, with sales of 27,261,737 cases, a dip of 1.5% under '57, but combined sales of straight bourbons and bottled-in-bond bourbons now rival those of blends, and in '58 straight bourbons registered an impressive 7% sales increase.

These facts are presented in the 1959 issue of "The Liquor Handbook," edited by Clark Gavin and just issued by Davidson Publishing Co.

■ Bottled-in-bond whiskies in '58 showed a drop of 6.6%; scotch sales rose 5.9%; Canadian, 3%; other whisky 10.6%. Gin sales fell 3%; rum rose 5.5%; brandy was up 4.2%; vodka 4.7%, and cordials and liqueurs had a 0.5% sales

(Continued on Page 73)

Not Afraid of Being Different . . .

Whimsy, Humor Help Arizona Bank to Grow

Gay, Offbeat Copy Aids Bank to 'Market Money Like Soap'

PHOENIX, June 24—Everybody knows that bank advertising is staid and conservative (except the people who read bank advertising), and everybody knows that banks are straitlaced, unsmiling, proper organizations with a great sense of dignity and importance (except the people who live in Phoenix, Tucson and other parts of Arizona).

Here in what once was part of the Great American Desert and is now more nearly and truly the center of Paradise Valley, the Valley National Bank has been hacking away at both concepts.

Its hacking has been so successful that the VNB with its "57 friendly offices" throughout the state has become the 51st largest bank in America, measured by deposits, with resources of more than $560,000,000 and outstanding loans in excess of $300,000,000. In a state with a total of about 1,200,000 people, it has 400,000 customers on its books.

■ Much of the phenomenal growth of the Valley National, of course, stems from the phenomenal growth of Arizona. But it is a kind of chicken-and-egg question to know whether the bank owes its growth to the growth of the state, or the state owes its growth to the canny promotion of the bank.

A couple of years ago, Carl A. Bimson, president of the bank, wrote an article for the *Christian Science Monitor*, in which he attributed the bank's growth to a three-point formula:

- 1. "Although we are a private enterprise, we try never to lose sight of the fact that we are primarily an instrument of public service.
- 2. "We firmly believe that the best way to build our bank is by helping to build our state.
- 3. "We market money (credit) in much the same manner that other merchandisers market soap, automobiles, or breakfast foods.

Carl Bimson

"If the reader gathers from the above that many of our policies have, on occasion, been considered somewhat unorthodox by the more conservative members of the banking fraternity, he is correct."

■ Mr. Bimson wasn't kidding when he wrote that article, and he hasn't changed his mind since. Practically everything the bank does is, or seems to be, unorthodox. It has a reputation for "loaning money to everybody" which still makes it suspect in many ultra-conservative quarters. It is probably the only bank in the U.S. where a stranger can cash a modest personal check merely by showing reasonable identification; and it most certainly markets money "in much the same manner that other merchandisers market soap, or automobiles, or breakfast foods."

The brothers Bimson (Walter, chairman, and Carl, president) grew up in Colorado, the sons of a blacksmith. They have been running the Valley National since 1933, when Walter took over as president (he was joined by Carl a year later), and they have been making no efforts to conform to accepted bank practices. Active management of the bank rests these days with Carl (6'2", 205

(*Continued on Page* 44)

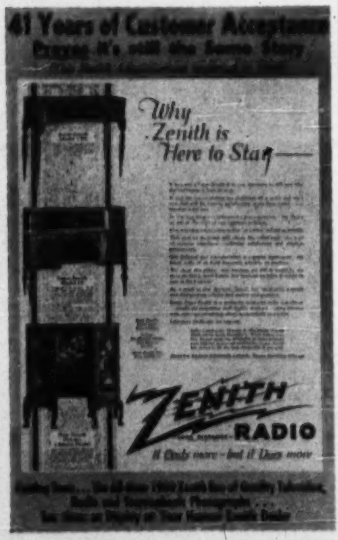
'Seventeen' Official Follows Footsteps of Son, Joins Clergy

TRENTON, June 30—A Madison Ave. publishing executive reversed the trend of a son following the footsteps of his father, when he was ordained to the Episcopal priesthood last Saturday.

He is the Rev. Warren Cassell, until recently director of printing for *Seventeen*, who was presented for ordination by his son, the Rev. W. Michael Cassell, vicar of Christ Episcopal Church, Zillah, Washington, who had converted his father.

A veteran of almost 30 years in the graphic arts industry, Mr. Cassell was ordained in the Trinity Cathedral by the Rt. Rev. Alfred L. Banyard, Episcopal bishop of New Jersey.

Mr. Cassell was associated with several publishing and engraving firms before joining the Triangle Publications magazine. At one time he was a free lance advertising photographer and also wrote, directed and acted in a network radio program, "Jack & Christy." #



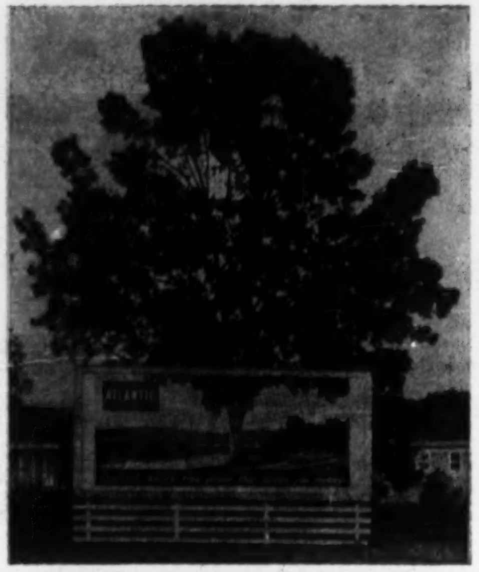
STILL GOOD—*This ad, which Zenith originally ran in magazines back in 1926, appeared exclusively in the San Francisco Examiner on June 21. The ad stressed the path of quality Zenith sought to maintain. It was rerun 33 years later as its own best testimonial.*

Hermann Elected President

Don Hermann, Arthur R. Mogge Inc., has been elected president of the St. Louis chapter of the National Industrial Advertisers Assn. Other officers are Karl F. Ewerhardt, Leschen Wire Rope division of H. K. Porter, vp; Paul E. Magoon, Granco Steel Products Co., secretary, and Charles L. Grisham, Monsanto Chemical Co., treasurer.

Beaumont Adds Accounts

The Renton and structural steel divisions of Pacific Car & Foundry Co., Renton, Wash., have appointed the Seattle office of Beaumont & Hohman to handle their advertising. Beaumont & Hohman also continues to handle advertising for Pacific's Kenworth Motor Truck division.



EXTRA MILEAGE—*A bonus effect resulted when Atlantic Refining put up this outdoor poster in Ithaca, N. Y., and found that the tree behind it blended in perfectly with the art work.*

Goldin Sees Shift in Retail Appliance Ads From Sales Percentage to Per-Item Amount

SPRINGFIELD, MASS., June 30—Costs, prices and the profitability of appliance retailing are going to be changed radically by forthcoming technological changes in the business—including changes in calculation of ad costs—according to Sol Goldin, RCA Whirlpool sales department, Whirlpool Corp.

Mr. Goldin told a meeting of the Western Massachusetts chapter of the National Appliance & Radio-TV Dealers Assn. that the primary change will be a switch from the present method of measuring costs in terms of percentages of sales to an actual dollars-per-item basis. This, he said, will result in greater accuracy and greater operational control.

■ Citing advertising costs as an example of the inaccuracy of percentage-of-sales figuring, Mr. Goldin said that a calculation of $3 advertising cost on a $300 automatic washer, for example, might be inaccurate because the dealer's cooperative arrangement with his distributor may place the dealer's actual ad cost at only $1.50. Then too, he added, the dealer may get enough free literature and display cost on this unit to completely offset his own ad cost.

"You might find," he said, "that some of your models are costing you nothing for advertising, thus giving you another $2 or $3 of flexibility in pricing. On the other hand, you might find that a given model refrigerator is costing you considerably more in advertising than the fixed percentage you have been charging off. Just a few dollars difference on several items can make a huge difference in your pricing structure and your profitability," he pointed out. #

Milk Is No. 1 Beverage, Wine Institute Reports

Wine Sales Rose 2% in '58; Coffee Was Up Too; Beer, Spirits, Tea Off

SAN FRANCISCO, June 30—Fresh milk is still the most popular beverage with Americans, according to the Wine Institute's 23rd annual statistical bulletin.

The average American drank 35.2 gals. of fresh milk last year, the same as the year before, the bulletin disclosed. Coffee drinking in 1958 was up 0.6 gal., to 28.7 gals. Tea drinking fell off 10% to 6.8 gals.

■ Per capita consumption of both distilled spirits and beer dropped last year—distilled spirits by 10%, to 1.2 gals., and beer by 30%, to 14.8 gals.—while wine use was moderate at 0.9 gal. per capita for the seventh straight year.

The bulletin revealed that wine sales last year amounted to 154,572,000 gals., or nearly 2% more than the previous record high of 151,881,000 gals. in 1957. Brandy sales hit 5,799,000 gals. in 1958—a 3% gain over 1957 sales. #

Katz Joins Robert Wiley

Joel B. Katz, formerly an account executive with Herbert Baker Advertising, Chicago, has joined Robert Wiley & Co., Chicago. The company, formerly known as Robert Wiley Advertising, is now located at 75 E. Wacker Dr.

Borden Tests New Coffee Ring; Ads Not Set 'at Present'

NEW YORK, June 30—Borden Foods Co. is test marketing a new product, Borden's Coffee Ring with raisins and frosting, in Pittsburgh, and in a nine-state area which includes Arkansas, Louisiana, Mississippi, Tennessee, Oklahoma, Texas, Colorado, Arizona and New Mexico.

The new product, to be sold from refrigerated dairy cases, is packaged in 9 oz. cans containing complete ingredients for the coffee cake, including raisins, glaze and frosting.

No advertising is planned for Coffee Ring at this time. Young & Rubicam is the agency for the new product.

BORDEN SETS TWO REGIONAL SALES UNITS

NEW YORK, July 1—Borden Co. today established two new regional sales divisions covering 15 midwestern states and consolidating the sales and service facilities of milk, ice cream and other foods in two areas.

Involved in the consolidation are Borden's Milk & Ice Cream Co., which distributes its products from plants in each marketing area, and Borden Foods Co., which handles on a national basis a full line of cheese and manufactured milk products, as well as such non-milk items as instant coffee, instant whipped potatoes and mince meat.

A single regional management in each territory will now coordinate the selling and service functions that have in the past been carried on separately, Borden said. #

'Wichita Eagle' Agrees to End Combined Rates

Consent Settlement Permits Daily to Grant 20% A.M.-P.M. Discount

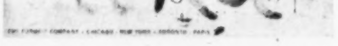
WASHINGTON, June 30—Justice Department officials believe a consent settlement with the Wichita Eagle Publishing Co. today demonstrates that the heat has gone out of the forced combination rate controversy.

A complaint and settlement released simultaneously today require the publishing company to discontinue compulsory combination terms for advertising and subscriptions for its morning, evening and Sunday newspapers.

While the publisher agreed to stop using the compulsory combination rate, the decree permits him to grant discounts up to 20% to advertisers who choose to use the *Wichita Eagle*, a morning daily, and the *Evening Eagle*. A maximum discount of 25% is allowed for classifieds in combination.

■ The decree flatly bans the use of a unit arrangement which required subscribers to take the evening paper if they desired the morning paper. Under the decree no discount may be offered during the next two years to home subscribers who take combinations of *Eagle* newspapers.

(*Continued on Page* 34)


However You Go Back to School...
Go Formfit
School Ahead

FORMFIT'S MENAGERIE—*Formfit Co. will feature stuffed animals in a new back-to-school ad push scheduled to run in American Girl, Mademoiselle and Seventeen.*

Formfit Ads Mirror Popularity of Stuffed Animals with Teens

CHICAGO, June 30—Giant stuffed animals will be prominently featured in Formfit Co.'s back-to-school advertising this fall.

Page ads showing Formfit-clad girls galloping off to school aboard comical stuffed camels, llamas, lions, elephants, etc., will run in the August issues of *American Girl, Mademoiselle* and *Seventeen*.

The ads will be headlined, "However you go back to school . . . go Formfit." Retailers will be provided with newspaper mats and display kits. Tatham-Laird is Formfit's agency.

■ "The current popularity of stuffed animals among teen-age girls," said Arthur Baum, Formfit vp in charge of advertising and public relations, "assures great youth appeal for this back-to-school promotion. It also affords wonderful display opportunities for stores." #

Statehood Hikes Hawaii Tourism Ad Response 45%

HONOLULU, July 1—Statehood for Hawaii, approved by Congress March 11, resulted in a 45% increase in response to the advertising of the Hawaii Visitors Bureau, Charles G. Braden, general manager, said today.

Inquiries are now coming in at the rate of 25,000 a month, or 1,000 every business day. Since 1958, statistics revealed a total of 212,000 visitors, who spent an estimated $100,000,000 in the islands. The stimulation of public interest as a result of achieving statehood has obvious economic significance.

■ Fortunately, Hawaii is in a position to take advantage of the opportunity. The visitors bureau has available from the state $1,250,000 for the year which began July 1. This must be matched by private contributions in the ratio of $2 of private funds for each $3 of state money. The state appropriation was increased 25% for the coming biennium, so that the bureau will have the largest budget in its history, assuming contributions from Hawaii business men, transportation companies, hotels, etc., match the state funds. Mr. Braden believes they will.

Thousands of posters have been

(Continued on Page 75)

GREEN ROOM—*Joyce C. Hall, president, Hallmark Cards, chats with bearded Alfred Drake at a press party preceding "Hallmark Hall of Fame's" tv presentation of "Kiss Me Kate," in which Mr. Drake starred last fall.*

'They Said It Couldn't Be Done' . . .

Hallmark Puts Bards to Work Selling Cards

Quality Greeting Card Maker Finds Soft Pitch of Quality Shows Is Best

KANSAS CITY, MO., June 30—Use Shakespeare to sell a product? Sure thing, says Hallmark Cards, giant of the greeting card domain. And why not, since more than 40,000,000 persons watched its last tv spectacular! Its fare has included the works of Playwright Eugene O'Neill and Composer Gian-Carlo Menotti, and there is no lowering of standards in sight.

But why does high-quality advertising work? And how? John Oakson, advertising manager (he has never worked anywhere else), seems surprised that anyone would ask such a question.

John Oakson

"First of all we are selling a social custom," says Mr. Oakson. "Any social custom that is not on a high plane does not remain a social custom very long. You have to treat it in a prestige manner. And if you do not cover it with a cloak of prestige, you have only a fading fad."

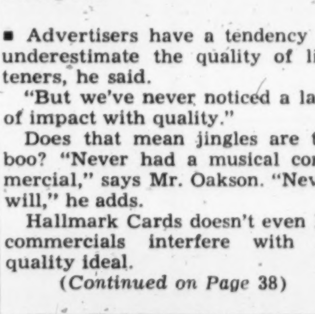
■ Advertisers have a tendency to underestimate the quality of listeners, he said.

"But we've never noticed a lack of impact with quality."

Does that mean jingles are taboo? "Never had a musical commercial," says Mr. Oakson. "Never will," he adds.

Hallmark Cards doesn't even let commercials interfere with its quality ideal.

(Continued on Page 38)



LULU OF A LUAU—*This color ad in the July 27 Life features Chun King foods for a luau party and mentions that order blanks for a luau party kit are available at stores. Kit provides hats, leis, fish net and tapa paper tablecloth for $2 and a Chun King label. J. Walter Thompson Co. handled the ad before the account moved to BBDO.*

BPA, ABC Talk About Marsteller Plan for Unified Audit; Don't Do Anything About It

MONTEBELLO, QUE., June 30—Directors of the Audit Bureau of Circulations, meeting here last week, seemed cool toward a proposal for the establishment of a single auditing organization for both paid and free business publications.

In a statement ABC said: "The ABC believes that it can best serve the industry by continuing to audit and report the circulation of all publications which can meet the high standards and circulation record-keeping requirements of ABC."

The proposal to form a new auditing unit was made by William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, at a conference of the National Industrial Advertisers Assn. in San Francisco (AA, June 22).

■ ABC said its directors discussed the Marsteller proposal, and Chairman Walter P. Lantz said: "ABC, as always, is actively interested in exploring methods of providing for information to buyers of media and of rendering greater service to publishers provided standards of auditing and reporting circulation facts are maintained."

The bureau said it believes that all media "should be subject to reliable audit, and [we] will continue to explore means and auditing methods of giving more facts to industry."

ABC REPORTS MAY INCLUDE ZONE MAPS

MONTEBELLO, QUE., June 30—Audit Bureau of Circulations will permit daily newspapers to show maps of their respective ABC city and retail trading zones in their audit reports, effective with reports for the 12-month period ending Sept. 30.

ABC's board of directors approved the action here last week. Placing the maps in the reports is at the option of the individual publisher.

The maps will include trading and governmental boundaries and the names of surrounding towns. #

CHICAGO, June 30—The Business Publications Audit of Circulation has welcomed the proposal for a council to spell out specifications for a single standard audit for business papers. And BPA's chairman, Howard G. Sawyer, says he would be happy to serve on it.

But BPA thinks it already fills the bill the council would write.

The proposal for the council was made in San Francisco at the annual National Industrial Advertisers Assn. meeting by William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed (AA, June 22).

■ In a statement issued last week, Mr. Sawyer said, "Yes, we agree with Bill Marsteller. Only with a single, universal method of reporting can the publications be fairly judged. If, in order to achieve a single standard audit, it is desirable to have the specifications spelled out by a council of advertisers and agency men, as Bill suggests, the BPA would be all in favor.

"But I wish to point out," he asserted, "that an audit bureau such as Bill calls for already exists, in the form of the BPA, which audits qualified circulations of both paid and non-paid magazines. I would expect that the recommendations which might be forthcoming from such a group would conform closely to the system now employed by the BPA—an independent, tripartite nonprofit organization dominated by advertisers and agencies." #

Irish Whisky Ad Budget Up

The Irish Export Board has increased the annual ad budget for Irish whisky to some $200,000. Five magazines—*The Reporter, Saturday Review, Scientific American, Sports Illustrated* and *Town & Country*—have been added to the list, but the bulk of the budget will be concentrated in *The New Yorker* and the *Wall Street Journal*. Weiner & Gossage, San Francisco, is the agency.

112 Railroads Put $20,314,287 into Ads in '58; Revenues Hit $9 Billion

Ads to Sales Ratio: 0.21%; Union Pacific, Santa Fe Were No. 1, 2

(*See table on Page* 78)

CLEVELAND, June 30—A total of 112 Class 1 railroads invested $20,314,287 in advertising last year, according to a survey compiled by the Assn. of Railroad Advertising Managers.

Of the $20,314,287, the railroads invested $12,792,817 to promote passenger facilities, and the remaining $7,514,463 for freight advertising. The same railroads had revenues in 1958 of $9.56 billion. The advertising-to-revenue ratio last year for Class 1 railroads was 0.21%.

Union Pacific was the leading railroad advertiser in 1958, investing a total of $3,319,665, of which $3,038,091 went for passenger advertising. Union Pacific was followed by Atchison, Topeka & Santa Fe ($2,411,221); Great Northern ($1,458,268), and Baltimore & Ohio ($1,000,822).

■ The two largest railroads in terms of total revenue were Pennsylvania with $844,232,093, and New York Central with $658,984,626. Pennsylvania invested $481,779 and the New York Central $688,074 in advertising last year. #

K&E Mails Book on Law Perils of Ads to Spur New Business

NEW YORK, July 1—Kenyon & Eckhardt—which regularly romances new business prospects via a planned mail campaign—is currently beguiling them with a 42-page booklet, "Legal Problems in Advertising."

A list of perhaps 200 potential clients is getting copies of the booklet, which "reviews the legal problems most likely to occur in the operation of an advertising agency."

Previously, new business prospects received, via mail, recordings of Beethoven's ninth symphony, of music from "Annie Get Your Gun," Rogers & Hammerstein's "Cinderella" and "Peter Pan."

Last October, when one K&E client, ASR Products Corp., sponsored a tv program of election returns, the agency's mailing piece was in the form of a scorecard. The card went to clients and to 400 ASR distributors, as well as to prospects.

The mailings also have included magazines, folders, merchandising pieces, page proofs and dummy staff memos. Don Maggini, vp in charge of business development, said the mail pieces "were built around marketing and creative achievements" of K&E.

■ Mr. Maggini said the long-play recordings, made during tv performances sponsored by K&E clients, "have a life over and above that of regular mailing pieces. The album cover on 'Annie' featured K&E's client list and some agency copy. This helped keep people aware of the agency." One ad director called a limited-edition item called "Three from K&E" (the records of "Annie" "Peter Pan" and "Cinderella") the best agency promotion he had ever seen.

The current mailing, "Legal Problems in Advertising," covers such topics as avoiding false and misleading copy; strictures on food, drug, cosmetics, and alcoholic beverage advertising; use of names, likenesses and testimonials, and privacy and defamation. It includes literal samples of all forms of releases used by the agency to cover the use of names, testimonials and other instances "where invasion of right of privacy or property rights must be guarded against." #

Noxzema Assigns 3 in Test

Noxzema Chemical Co. has assigned three new test products to two of its advertising agencies. Sullivan, Stauffer, Colwell & Bayles, New York, has been named for two products, and Doherty, Clifford, Steers & Shenfield, New York, for the third.

Hobler Joins Videotape

Herb Hobler, formerly vp in charge of sales of TelePrompTer Corp., has joined Videotape Productions, New York, as director of sales development, a new position.

Chicago Trade Fair Links Marketing to Opening of Seaway

CHICAGO, June 30—Hints of marketing developments to result from the opening of the St. Lawrence Seaway may come out of the International Trade Fair to open at Navy Pier July 3.

The event which runs to July 18 will exhibit an estimated $70,000,000 worth of consumer and industrial goods produced in 65 nations participating in the show. The Chicago Assn. of Commerce and Industry is sponsoring the fair as part of the festivities celebrating the formal opening of the seaway.

A Chicago World Marketing Conference is also scheduled (*see story on Page* 65).

■ Specific interest by business men, importers and exporters which will be affected ultimately by the seaway has been developed by a $100,000 advertising and pr program handled by J. Walter Thompson Co., Chicago, and by an extensive trade paper ad and direct mail program by the Chicago chamber in 13 midwestern states.

This has resulted in advanced registrations by about 7,500 buyers (about 75,000 are ultimately expected) from 41 states and eight foreign countries—including some 300 buyers and merchandisers from Sears, Roebuck & Co. alone, and some 2,400 Independent Grocers Alliance members. Polk Bros. plans to set up its own buying office at the show. #

Stress Color TV to Vie with Other Media, Clipp Urges

NEW YORK, July 2—Telecasters, convinced that there's money to be had from color tv, are searching for ways of getting tint television rolling.

So far their tentative efforts have crystallized into a one-day conference to take a "fresh look at the present status of color tv and preview its future." Representatives of approximately 20 stations attended this meeting here last week at the invitation of Roger Clipp, vp and general manager of the Triangle radio and tv station division.

Mr. Clipp suggested two steps which might help solve color's circulation problem: (1) A solid on-the-air promotion campaign by 400 or 500 stations and (2) a $200 color set.

RCA executives at the meeting indicated that this latter aim is not likely to be achieved soon. The most inexpensive receiver on the

(Continued on Page 75)

Four 'Fortune' Execs Move Up

NEW YORK, July 1—*Fortune* has shuffled its executive lineup, following a switch by L. L. (Pete) Callaway, *Fortune* ad director, to a similar slot at *Sports Illustrated* last week (AA, June 29).

Stepping up a rung on *Fortune's* managerial ladder this week were:

- Charles W. Hamilton, New York sales manager, who becomes ad manager at the magazine, succeeding John R. Howell, who took over the post vacated by Mr. Callaway. Mr. Hamilton joined Time Inc. in 1948 as a *Fortune* salesman. He was ad director of *Fortune's* Philadelphia office from 1954 to 1956.
- Noble D. Dougherty, formerly assistant New York manager, who succeeds Mr. Hamilton as New York manager.
- Ernest M. Draper, formerly with the sales staff, who replaces Mr. Dougherty as assistant manager in New York. #

Popular Science Co. Launches 'Ciencia e Industria Popular'

Popular Science Publishing Co., New York, has launched a new Latin American monthly magazine in Spanish, *Ciencia e Industria Popular*, with the June, 1959 issue. *Popular Science Monthly* is collaborating with the publisher, Editora Internacional de Mexico, S. A., Mexico City, in bringing out the new magazine, which will partly draw its editorial content from *Popular Science Monthly*. Editorial content is aimed at medium-size and small industrialists and individuals "seeking money-making and money-saving plans and products."

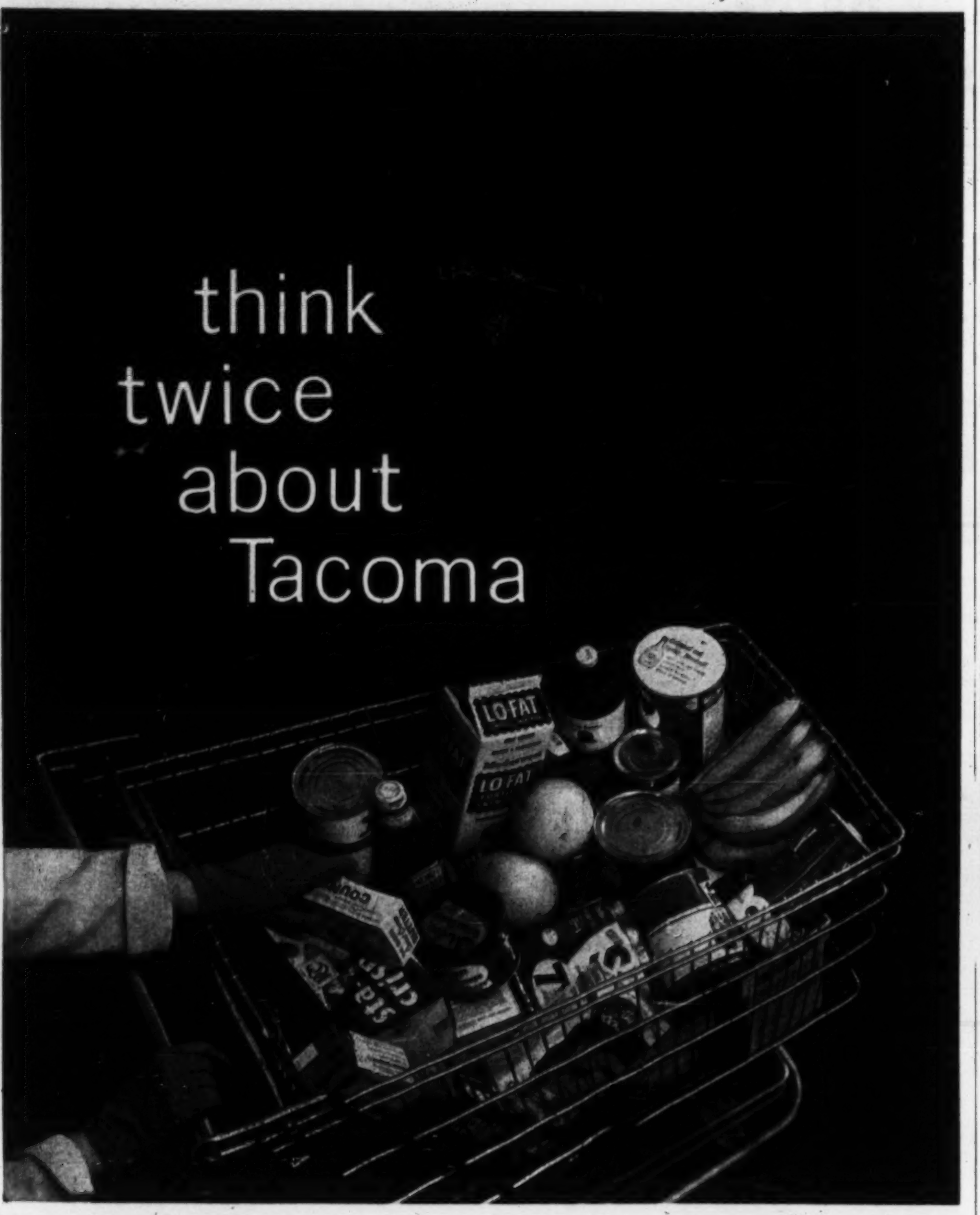
U.S. advertising representative is Albert Spitzer & Associates, Los Angeles; international advertising will be handled through the Spitzer overseas affiliates in London, Antwerp, Dusseldorf and Milan. Advertising rates, based on a 40,000 guaranteed circulation, are $600 for a b&w page, one time, and a $195 premium per page for four colors.

John Shaw Opens in L. A.

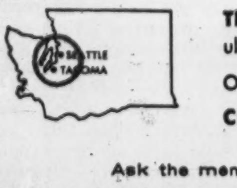
John W. Shaw Advertising, Chicago, has opened a Los Angeles office at 5225 Wilshire Blvd. Jack Schluter is manager of the office. Shaw also has named Bruce Baldwin, creative director, a vp, and Mrs. Dar Canty, formerly with Campbell-Mithun and McCann-Erickson, to the copy department, both in Chicago.

'Parents'' Hikes Rates, Base

Parents' Magazine has issued rate card #39, effective with the January, 1960, issue, raising circulation guarantee from 1,800,000 to 1,825,000 and ad rate base from $8,385 to $8,735 per b&w page.



In the Puget Sound Circle 68,678 families, who buy over $93,000,000 worth of food, will be missed completely if the Tacoma News Tribune is off your list.



THINK TWICE: The Tacoma Market is a big, important market . . . Population, 324,200; Retail Sales, $344,163,000; Food Sales, $93,062,000.

Only the Tacoma News Tribune provides *selling* coverage.

Circulation of the News Tribune is now nearly 85,000.

Ask the men at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

Highlights of This Week's Issue

Code review board of the National Assn. of Broadcasters prepares to stiffen its attitude on the code in order to give code tv stations standing and prestige to distinguish them from non-code tv stations ....Page 1

The government likes advertising, despite hostile moves to regulate ads, Commerce Under Secretary Frederick H. Mueller tells department's newly organized advertising advisory committee ....Page 1

The West is not producing enough good advertising (and neither is the Midwest or East), Y&R head, George Gribben, tells 56th annual convention of the Advertising Assn. of the West ....Page 1

Valley National Bank uses its ads to hack away at image of bank as staid and straitlaced, rolls up $560,000,000 in deposits, 400,000 customers and 57 offices in Arizona ....Page 2

Fresh milk is still the most popular beverage with Americans, according to the Wine Institute's 23rd annual statistical bulletin ....Page 2

Costs, prices and profitability of appliance retailing will be changed by technological changes, including changes in calculating ad costs, Sol Goldin, RCA Whirlpool sales department, Whirlpool Corp., says ....Page 2

Borden Foods Co. is test marketing a coffee ring in Pittsburgh and a nine-state area ....Page 2

Wichita Eagle Publishing Co. agrees to end its combined rates for advertising and subscriptions in consent settlement with Justice Department ....Page 2

Response to advertisements to lure tourists to Hawaii increased 45% following admission of the Island to statehood, according to the Hawaii Visitors Bureau ....Page 3

112 Class 1 railroads invested $20,314,287 in advertising last year, according to a survey (table on Page 78) compiled by the Assn. of Railroad Advertising Managers ....Page 3

Hallmark Cards finds quality drama—the plays of Shakespeare, Shaw, O'Neill—makes people look for the Hallmark symbol when they buy greeting cards ....Page 3

International Trade Fair in Chicago will exhibit $70,000,000 worth of consumer and industrial goods produced in 65 nations in midst of festivities linking the Midwest to the world via the St. Lawrence Seaway ....Page 3

Kenyon & Eckhardt romances client prospects with 42-page booklet, "Legal Problems in Advertising" ....Page 3

Television Bureau of Advertising checks 1958 100 leading national advertisers' list with 1957 and decides the figures make tv look pretty good ....Page 18

Firestone's acceptance of FTC's tire industry guides eliminates the need for further litigation over the tire maker's alleged failure to identify its tires in its ads in the past, FTC decides ....Page 19

Advertising for the movie, "Anatomy of a Murder" is placed on a local basis in order to cash in on robust sales of the paperback edition of the book ....Page 22

Supreme Court rules retailers can give away trading stamps without violating a state "unfair sales act" ....Page 23

New magazine entry, Ground Support Equipment, will cover industries which manufacture materials to support outer-space flight from the ground ....Page 27

Farm Journal, which has been accepting regional advertising on a limited scale since 1953, says regional editions are profitable ....Page 28

Tv filmed commercials will mature as a vital means of communication only if they are treated as an art form, Jerry Schnitzer, exec vp, Robert Lawrence Productions, tells design conference in Aspen, Colo. ....Page 29

Color tv set owners do more television viewing than b&w set owners, study for NBC reveals ....Page 32

Agriculture Department will poll wool and lamb producers to see if they wish to continue advertising program handled by the American Sheep Producers Council ....Page 36

RCA Victor will spend an estimated $5,600,000 in advertising during the second half of 1959 to introduce its new line of tv sets, radios and stereophonic instruments ....Page 48

Benton & Bowles puts on full-scale five-day promotion to acquaint its staffers with the work of the Advertising Council ....Page 52

Whit Hobbs, BBDO exec, urges admen to "surprise 'em" in '60s by producing ads that don't brag, nag or shout ....Page 58

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Lowe Elected President

Robert C. Lowe Jr., Lowe & Stevens, Atlanta, has been elected president of the Atlanta Advertising Club succeeding Wilbur G. Kurtz Jr., Coca-Cola Co. Other newly elected officers are Peggy Baker, Ivan Allen Co., [illegible]st vp; Moreland Moncreif, Atlantic Steel Co., 2nd vp, and John Riggall, Citizens & Southern National Bank, secretary-treasurer.

Electronics, Communications and Photographic Equipment Manufacturers . . .

Uncle Sam needs YOU!

And you need SIGNAL, the official publication of the Armed Forces Communications and Electronics Association, to reach the representatives of the military who this year accounted for 50% of all sales in the electronics industry—a whopping 4 billion!

SIGNAL is read by 10,000 of your prime prospects in this most lucrative and progressive of all markets. For keeping you well informed on the industry, and for advertising your products and helping you to sell them, there is no more useful publication than SIGNAL.

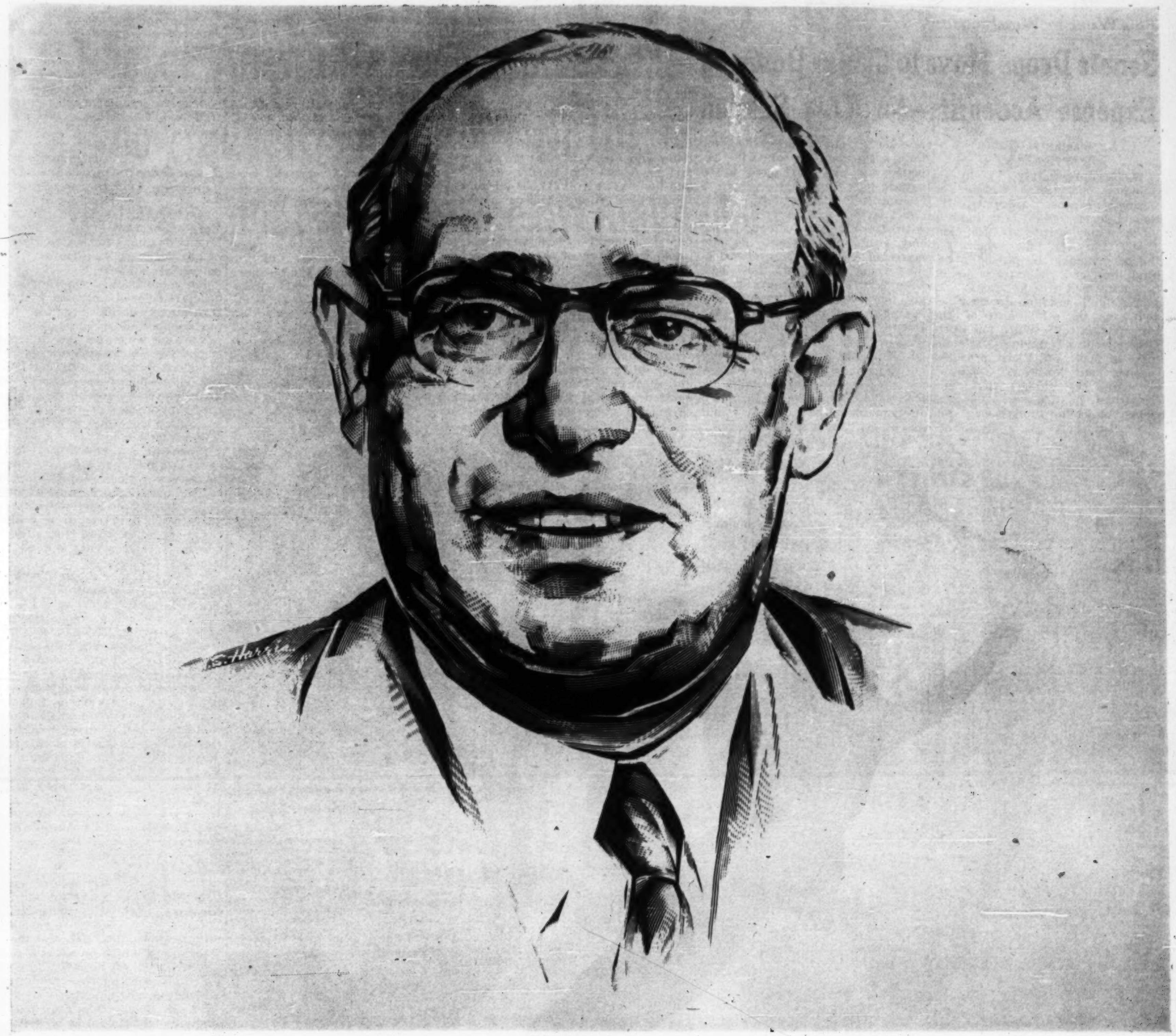
But, advertising in SIGNAL is only part of an over-all sales plan the Armed Forces and Electronics Association has mapped out to send your sales soaring! The basic plan also includes group membership in the AFCEA, a select organization specializing in all aspects of production and sales in the growing communications and electronics industry . . . plus a series of AFCEA chapter meetings, dinners and a big annual exposition (held this year in Washington, D. C., from June 3 to 5) for publicizing your firm and displaying your products.

Get in on the profitable AFCEA plan, today. Write or phone:

SIGNAL

OFFICIAL JOURNAL OF AFCEA

Wm. C. Copp & Associates
72 West 45th Street, New York 36, N.Y.
MUrray Hill 2-6606



A message to advertisers about THIS WEEK Magazine:

"FOR many years we have studied the results of national campaigns in newspapers, magazines, and on radio and television, and it is our conclusion that the most potent pre-selling influence in print is THIS WEEK Magazine."

Nathan W. Lurie

Nathan W. Lurie
Vice-Chairman, ACF-Wrigley Stores, Inc., Detroit, Michigan
(197 stores. $375,000,000 annual volume)

To Move Goods Fastest . . . Buy The Big One

This Week
MAGAZINE

CIRCULATION MORE THAN *13,000,000*

This Week in Washington . . .

Senate Drops Move to Clamp Down on Expense Accounts—for This Session

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 2—In a hammer and tongs debate on business expense accounts, the Senate decided 44-34 last week to let them stay as they are. But Sen. Joseph Clark (D., Pa.), who raised the issue, thinks the public is behind him, and he expects to do better the next time he tries.

The clamp-down on expense accounts is the other side of the tax revision coin. With top business executives paying confiscatory surtaxes on their personal income, an "expense account" economy has taken root and flourished. As Congress senses a rising clamor for fundamental tax revision, it also senses that the time is approaching when the expense account will have to be curbed, too.

Supporters of the Clark amendment say the public is disgusted with the "swindle sheet" racket and wants it stopped. Because many senators felt they moved at the wrong time, or that their amendment needed more polishing, they believe last week's 44-34 tally was not necessarily a conclusive test of their strength.

■ Under the Clark amendment, no deductions would be allowed for gifts or for dues or initiation fees in social organizations. Deductions for entertainment would be stopped, except for a standard maximum of $1,000. No deduction would be allowed for travel outside the U. S., Mexico or Canada "for conventions and advertising purposes."

As an example of "travel for advertising purposes" which he wants to stop, Sen. Clark cites an instance where the president of a dairy and his wife went on a safari to Africa via London, Paris and Rome. The full $17,000 tab for the trip was regarded as business expense because of "the advertising value of the films and the big game heads which were put up in the office of the dairy."

Tax Break for Associations

Trade associations which publish magazines or sponsor trade shows are eagerly rereading new regulations which the Internal Revenue Service issued the other day specifying that charitable organizations may retain their tax exemption even though they engage in a trade or business on a substantial scale.

The rule is of more than casual interest to the associations, because many of them currently net substantial revenue by publishing magazines or sponsoring trade shows. For the past several weeks, the revenue service has been considering protests that these magazines and shows represent unfair competition to publishers and promoters who are organized to operate for profit, and who are taxed on their income.

In the past, tax officials had proposed to issue a regulation that charitable organizations will be taxed on the proceeds of a business or service which represents a substantial part of their activity, however closely it may be related to the objective of the organization. Recently, however, organizations like Good Will Industries have argued that their "business" is so closely allied to their charitable purpose that it should be tax exempt even though it is substantial.

On several occasions in the past, Internal Revenue Service has indicated it plans to collect taxes on profitable trade association sidelines like publishing. With the release of the toned down rules for charitable organizations, however, trade associations sense that all is not lost yet.

Easier Roles on 'Lobbying' Ads?

One more note on taxes: The latest gossip here is that the Treasury Department has decided to make a fresh start on drafting new regulations dealing with tax treatment of ads dealing with ideas or "controversial" subjects.

For more than a year, Treasury officials delayed approval of new regulations disallowing for tax purposes all non-product "institutional" ads which get into the area of political controversy. On several occasions officials indicated the new rule would be published soon after Supreme Court action on two cases involving tax treatment of ads which were used to defeat dry law referendums.

Since the Supreme Court decision early this year, however, there have been extensive top-level personnel changes at Internal Revenue Service and Treasury. Newcomers reportedly prefer not to be bound by the stringent rules their predecessors were preparing to issue.

Bicks No. 1 Trust Buster?

At the Department of Justice there seems to be a strong feeling that Robert A. Bicks eventually will be officially appointed assistant attorney general in charge of the anti-trust division.

A tough-minded anti-trust expert, he is particularly popular with senators who want lots of action from the Department of Justice. A big upsurge in new cases during the past few days may indicate that Mr. Bicks—formerly assistant to two preceding anti-trust chiefs—is beginning to feel at home behind the big desk, and that he is operating with assurance that Attorney General William Rogers is 100% behind him.

U. S. Market Research Cut

Agriculture marketing service will continue to do "consumer preference studies," but the trade associations which have been getting their market research done at the taxpayers' expense may find the waiting a little longer.

On the theory that associations ought to buy this kind of service from privately operated market research groups or from advertising agencies, the House disallowed the full $294,600 which the Agriculture Department expects to spend for such projects as "Mothers' Preferences Among Selected Items of Children's Clothes" and "Consumer Acceptance of Red Fortified Grapefruit Juice."

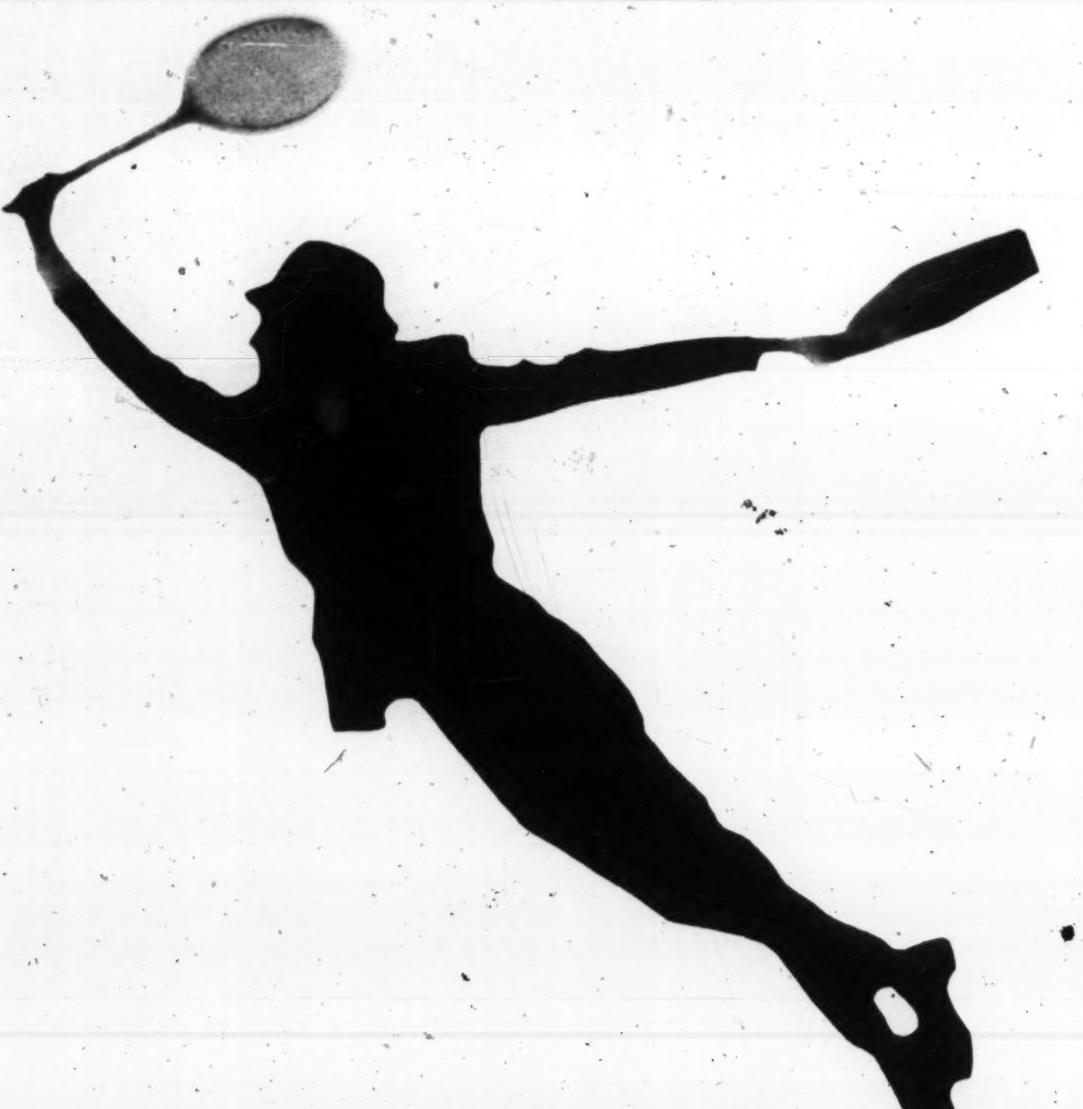
House members said they thought government money could be used for more essential projects. But senators felt otherwise, and restored the full $294,600. Final result is a compromise of $150,000—which permits the work to continue, on a less elaborate scale. #

Hirsch Joins Bandelier

Richard I. Hirsch, formerly head of the agency bearing his own name and earlier vp of H. M. Gross Co., Chicago agencies, has joined Bandelier Films, Albuquerque, N. M., tv ad and documentary film producer, as vp in charge of sales and Chicago manager.

Anderson Joins Morton

Glenn C. Anderson has joined Morton Chemical Co., Chicago, as advertising manager. Mr. Anderson was previously advertising and sales manager of Industrial Lighting Supply Co., Minneapolis.



FOR THE BIG RETURNS

Play it doubles, with a professional assistant serving in your agency's court! It's forty-love at first sight when the client sees the quality production of his story on a Jam Handy film. And you're the one who scores!

We're in business to help you put across your client's message. Big accounts, smaller accounts—we help them all, giving each the special, unusual, dramatic or animated film treatment that your analysis of the situation suggests.

If you've seen our work, you are aware of Jam Handy emphasis on "quality designed to the job." If you haven't yet seen a Jam Handy production, we'd appreciate the opportunity to show you some. Our production studios, writers, animation artists and special device facilities are available for your support.

And our charges, placed on a job to job basis, will be much less than you might think.

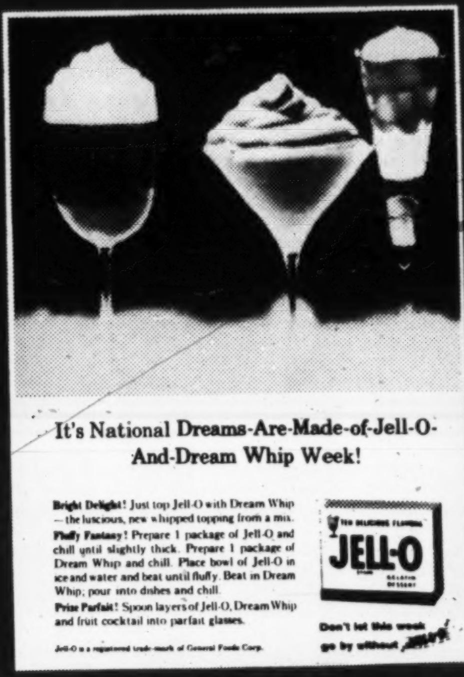
The JAM HANDY Organization

NOTHING SELLS PRODUCTS AND IDEAS LIKE IDEAS

MOTION PICTURES DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 HOLLYWOOD, Hollywood 3-2321 DETROIT, TRinity 5-2450 DAYTON, ENterprise 6289 PITTSBURGH, ZEnith 0143 CHICAGO, STate 2-6757

Two of America's best food sellers now advertising in TV GUIDE– America's best-selling weekly magazine



It's National Dreams-Are-Made-of-Jell-O-And-Dream Whip Week!

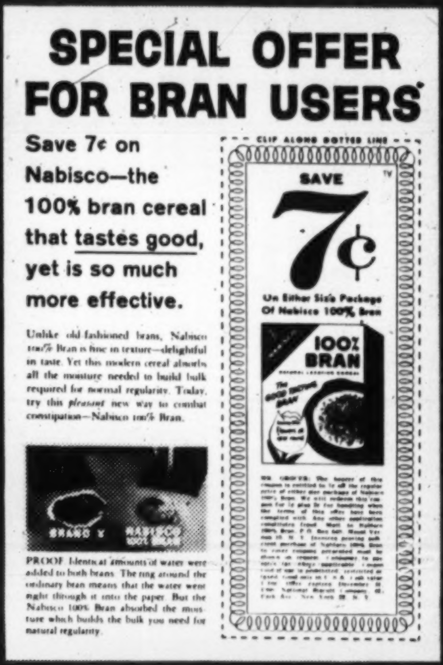
Bright Delight! Just top Jell-O with Dream Whip—the luscious, new whipped topping from a mix.

Fluffy Fantasy! Prepare 1 package of Jell-O and chill until slightly thick. Prepare 1 package of Dream Whip and chill. Place bowl of Jell-O in ice and water and beat until fluffy. Beat in Dream Whip; pour into dishes and chill.

Prize Parfait! Spoon layers of Jell-O, Dream Whip and fruit cocktail into parfait glasses.

Jell-O is a registered trade-mark of General Foods Corp.

JELL-O
Don't let this week go by without Jell-O



SPECIAL OFFER FOR BRAN USERS

Save 7¢ on Nabisco—the 100% bran cereal that tastes good, yet is so much more effective.

Unlike old-fashioned brans, Nabisco 100% Bran is fine in texture—delightful in taste. Yet this modern cereal absorbs all the moisture needed to build bulk required for normal regularity. Today, try this *pleasant* new way to combat constipation—Nabisco 100% Bran.

PROOF Identical amounts of water were added to both brans. The ring around the ordinary bran means that the water went right through it onto the paper. But the Nabisco 100% Bran absorbed the moisture which builds the bulk you need for natural regularity.

CLIP ALONG DOTTED LINE

SAVE 7¢ On Either Size Package Of Nabisco 100% Bran

JELL-O* GELATIN and NABISCO 100% BRAN

Any way you look at it, Jell-O and Nabisco 100% Bran are getting a great advertising buy. Huge circulation—over 7 million and constantly growing. Mammoth 5½ million single-copy sale—over 3 million a week in food stores alone. Concentration in major markets—70% of circulation in Nielsen A and B counties. Low page cost—$2 per thousand. But the payoff is what counts. TV GUIDE moves merchandise!

*Jell-O is a trademark of General Foods Corp.

TV GUIDE

Best-selling weekly magazine in America

Chevy Dealers' Canes Tap Way into 7 Markets

DETROIT, July 1—The red cane has become a red hot sales promotion gimmick for some Chevrolet dealers.

The red cane theme originated this spring in the office of W. B. Doner & Co., agency for the Chevrolet Dealers of Greater Detroit. Parent of the idea was Charles Rosen, Doner exec vp and account supervisor, and Bob Rhien, account executive.

Some 4,000 red canes were distributed to 36 Chevy dealers in the Detroit area May 1, and the dealers and their salesmen kept a tight hold on the canes until the promotion ended today. No matter where the dealers and their salesmen went during the past two months, they carried their red canes with them, evoking much interest from the public.

■ "For the red hot deal on the red hot car see the man with the red cane" was the theme of a promotion run by the Detroit Chevy dealers in newspaper ads and radio and tv spots. William Bundy, president of the Detroit Chevy dealers, reported sales jumped 37% during the promotion. The profit margin on car sales increased $13 per unit, he added.

The dealers and salesmen voluntarily fined themselves every time they forgot to carry their canes. It cost a dealer $15 each time he was caught "caneless," and salesmen had to donate 15¢ to the kitty when they goofed. The money was used for dealership parties at the end of the promotion.

■ Similar red cane promotions currently are being conducted by Chevrolet dealers in Cleveland; Washington, D. C.; San Diego; Tacoma; Portland, Me., and Jacksonville. Doner reported it has received hundreds of requests for red cane promotion kits.

Organization Services Inc., the company that supplied the original order for red canes in Detroit, has been deluged with orders. The company said it has already shipped 20,000 red canes and has been hard pressed in keeping up with orders. #

Ohliger Rejoins Burnett as VP

CHICAGO, July 2—Louis F. (Fritz) Ohliger has rejoined Leo Burnett Co. as vp and marketing supervisor.

He was with the agency as account executive and brand supervisor from 1954 to 1956, when he left to join Fitzgerald Advertising Agency in New Orleans.

Mr. Ohliger was a vp and account executive for Wesson Oil & Snowdrift Sales Co., New Orleans, while at Fitzgerald. Before joining Burnett in 1954 he was with Needham, Louis & Brorby and Dancer-Fitzgerald-Sample. #

Phillips Joins McCann

John E. Phillips, formerly with J. M. Mathes Inc., has joined the account service group of McCann-Erickson, New York. Mr. Phillips also has been advertising and marketing manager of B. T. Babbitt Inc. At Mathes, he succeeds N. Newberry Hovde, who resigned.

Risteen Joins SSC&B

Richard N. Risteen, formerly with Standard Brands and associate director of marketing of Batten, Barton, Durstine & Osborn, has joined Sullivan, Stauffer, Colwell & Bayles, New York, as a merchandising account executive.

Dealer Plaints Force Old Milwaukee Beer into Brown Bottles

CHICAGO, June 30—Jos. Schlitz Brewing Co. is feeling blue these days over the failure of a "colorful" experiment.

When Schlitz introduced Old Milwaukee, its popular-price beer, into Michigan earlier this year (AA, Feb. 9), it was marketed in green bottles—a rare package in the beer field. Almost all domestic beers, with the exception of Miller, which has a clear bottle, are sold in brown bottles. Imported beers and ales usually come in green bottles.

Introductory Old Milwaukee ads in newspapers and outdoor featured a redhaired dancing girl in a green dress to emphasize the green bottle theme.

■ ADVERTISING AGE learned this week that Schlitz has discontinued using green bottles in favor of the standard brown bottle for Old Milwaukee.

"The green bottles have been our only problem in the marketing of Old Milwaukee," an executive of Grant Advertising, the Old Milwaukee agency, told AA. "Our distributors and retailers have screamed that it is costing them more money in the handling of bottles because the green bottles must be separated from the brown ones."

He went on to explain that the brown bottles used by most brewers can be returned to any brewery. Distributors have complained that they must hire extra help to sort the green bottles from the brown ones.

■ The Grant executive said the green bottle is just as good as the brown one for protecting the beer from sunlight. He added the green bottle gave Old Milwaukee good identification, and added that a survey had indicated that consumers liked the Old Milwaukee package.

He added that the sales of Old Milwaukee in Michigan have been very good. Thus far, Schlitz has been selling its popular-price beer in Michigan only. #

More Key Houston Staffers Slated to Stay on in Merger

NEW YORK, July 2—There were hopes this week that more people from Bryan Houston Inc. would move along with its merger into Fletcher Richards, Calkins & Holden than was originally expected.

About 120 people had a big question mark over their future employment when the merger was announced last week (AA, June 29), and principals of the two agencies have been negotiating their status. It is now expected that "most" key departmental people will probably be able to join the merged operation.

■ Bryan Houston Inc. this week withdrew from competition as one of four finalists to get the C. H. Masland & Sons carpet account, because of a conflict with Alexander Smith Inc.

Contrary to earlier reports, Fletcher Richards is not resigning Durham-Enders Razor Corp. Currently, Durham-Enders is promoting a dog-dresser and allied products and its advertising does not represent any conflict with Remington Rand shavers.

A decision on Relska vodka and Vatted vermouth, the Heublein products at Houston which conflict with National Distillers at Richards, will probably not occur until Edward Gerbic returns from Europe late this month. #

Clip the Coupons on This Page for
625
Top Value Stamps
who but Kroger has such fresh ... lean ground beef
Ground Beef 47¢
Center-Cut Pork Chops 79¢
More proof Kroger cares about you
Ice Cream 59¢
Kraft Velveeta 2 79¢
Tomato Juice 25¢
who but Kroger gives you a personal word guarantee ... in writing
Clip the Coupons on This Page for
$2.30
in Extra Cash Savings at Kroger
Watermelons 79¢
Fresh Peaches 3 29¢
Shop Early
More proof Kroger cares about you
Lemonade 8¢
Kroger Buns 2 49¢
Kroger Cookies 2 49¢
Top Value Stamps

STAMPS AND CASH—*One of the biggest offers Kroger Food Stores has ever made in the Chicago area is this newspaper spread offering* $2.30 *in cash discounts and* 625 *Top Value stamps.*

No Ad Shifts Seen in Acquisition of Sterno by Colgate

NEW YORK, July 1—No immediate changes in the advertising of Sterno Corp. are contemplated as a result of its purchase by Colgate-Palmolive Co.

The soap and cosmetics maker announced acquisition of Sterno yesterday. Founded in 1887, Sterno today markets the famous Sterno canned heat, but its main sales are believed to come from an extensive line of heating equipment which utilizes Sterno for industrial and household use. A charcoal lighter, metal polish and other items were recently added to the line.

The company's sales are reported to be in excess of $2,000,000 annually, and the purchase price was said to be around the $2,000,000 mark, through an exchange of stock.

■ At one time advertised through J. Walter Thompson Co., Sterno has been with Fairfax Inc. for about ten years. Recently, it has been concentrating its promotional expenditures in trade shows and conventions. Milton Ensler, account executive, said there would be no changes "in the foreseeable future."

Colgate said that the acquisition of Sterno and its subsidiaries "is a logical addition to the products of its associated products department, which handles the company's sales of industrial products to industrial users, hotels, restaurants and other business concerns. A large part of Sterno's sales are made to the same types of customers."

In recent months, Colgate has acquired Wildroot Co. and announced the establishment of a drug division. #

SID R. PHILLIPS

COLUMBUS, O., July 2—Sid R. Phillips, 67, long associated with the *Columbus Dispatch* and *Ohio State Journal* in promotional capacities, died here today.

Mr. Phillips was born in New Orleans. His business career began in 1909 when he joined the *New Orleans Item*. From 1914 to 1918 he was advertising manager of the *Baton Rouge Times*.

■ Mr. Phillips worked for the *Telegraph*, Macon, Ga., from 1920 to 1930. He joined the *Dispatch* in 1931 and did promotional work for the newspaper. He became advertising director of the *Ohio State Journal* in 1937, returning to the *Dispatch* in 1950. Both papers are published by the same company.

He retired in 1958. His last title was public relations director of Dispatch Printing Co.

Kroger Ad Has $2.30 Worth of Coupons, Offers Extra Stamps

CHICAGO, July 1—The Chicago division of Kroger Food Stores is bolstering its pre-July 4 volume this week with newspaper spreads offering 34 coupons worth $2.30 in discounts, plus 625 Top Value stamps, one of the largest offers Kroger here has ever made.

The chain's stores being closed July 4, its weekend drive began early. The coupon spread began running yesterday in the first of 13 suburban newspapers on the schedule. The *Chicago Daily News* also carried the spread yesterday and the *Chicago Tribune* carries it today.

■ The 17 extra stamp coupons—for 25, 50 or 100 stamps—are for purchases of more than $5, for Kroger coffee, Coke, several relishes, olives and certain meats, vegetables and fruit.

The 17 cash discount coupons—offering from 10¢ to 30¢ off—are applicable to 14 brand name products, including Adorable brassieres and Jubilee nylons. A bleach coupon is good on any bleach.

Campbell-Mithun, Minneapolis, is the Kroger agency. #

Insurance Agents Settle for $1,100,000 in Ad Fund Drive

NEW YORK, June 26—The National Assn. of Insurance Agents, which for two years running has sought vainly to get its membership to ante up $2,000,000 for an annual institutional campaign, has lowered its sights and will seek only $1,100,000 in 1960.

At the same time ADVERTISING AGE learned that the NAIA—which is currently spending about 90% of its ad budget in tv—has decided to cut tv advertising in 1960 and to spend more in magazines. Television, however, will continue to get about 70% of the NAIA budget.

■ The NAIA decision to lower its ad fund goal came after two years of frustration. In 1957 the organization planned a $2,000,000 drive in behalf of the independent agent, but managed to collect only $1,150,000.

This year NAIA again was optimistic. In February the group announced it would again seek $2,000,000 from its membership, but this week it announced that fund raising had just passed the $1,000,000 mark. Prospects for collecting much more are not too bright, the NAIA indicated this week. Most of the money so far collected has been spent in tv spots on about 160 stations in 170 markets. #

Hurleigh Is MBS' '100% Owner'; Net Files Chapter 11 Plea

NEW YORK, July 2—Mutual Broadcasting System yesterday went to federal court in an effort to keep from being swept away in a $3,000,000 wave of debts that is mounting at the rate of $55,000 to $60,000 a month despite improved business at the radio network.

Mutual, which has changed hands so often in the past couple of years that its 85-man staff is not even sure who its bosses are from day to day, is trying to make a comeback under Chapter 11 of the Bankruptcy Act. This provision permits a privately-owned company to stay in business while it tries to set its finances in order by a percentage settlement of claims against it.

■ The petition for the arrangement of debts owed to 750 creditors, the largest of which is American Telephone & Telegraph Co., with a $508,000 bill, was filed by Benjamin Weintraub, an attorney for Mutual. The action was taken at the direction of the network's new president, Robert J. Hurleigh, veteran newscaster and former senior vp. He said he is now 100% owner of the network.

MBS' liabilities were put at $3,195,207. Assets, mainly amounts due on open accounts, were listed at $579,607.

Asa Herzog, a referee in bankruptcy, granted the network's petition for permission to continue operating. At a meeting on July 13 Mutual's creditors will be heard. There are a number of creditor suits pending.

■ Out of the picture altogether is the Malcolm E. Smith Jr. group, which took over the network from the Alexander Guterma interests last March. Mr. Smith was chairman and Richard H. Davimos was president of Mutual. Messrs. Smith and Davimos, who are associated in a number of businesses including an ad agency (Victor & Richards), indicated that they were unable to "properly finance Mutual."

The money behind Mr. Hurleigh is coming from Chester H. Ferguson, a Tampa lawyer, who is MBS chairman under the latest reorganization, and Albert G. McCarthy Jr., New York and Florida real estate man. They put up $100,000 in cash to meet current expenses. Mr. Hurleigh said they will finance the operation until the network hits the profit margin. Contracts for $1,500,000 worth of business for the rest of the year are already in the house. The network's major expense: A $1,700,000 annual phone bill.

Affiliate support has been rallied behind Mutual's newest president through the help of Victor H. Diehm, of the Diehm stations and head of the Mutual Affiliates Advisory Committee. The network numbers more than 450 stations. #

DONALD DAVIS

UNIVERSITY PARK, PA., July 1—Donald W. Davis, 62, head of the department of advertising at Pennsylvania State University, died June 29 in Lewiston Hospital after an illness of two months.

Prof. Davis was a graduate of Bates College, and served 22 years as advertising manager of the *Union*, *News* and *Sunday Republican*, Springfield, Mass., before his appointment at Penn State in 1936.

He served as a director of the Advertising Federation of America for many years, and in 1947 was named national president of Alpha Delta Sigma, professional advertising fraternity. His book, "Basic Text in Advertising," is widely used.

WHAT IT MEANS TO YOU . . .

The Big Three's little secret!

One look at the uniformed figure guarding this gate tells you this is as close as you'll get to the important automotive project he's protecting. Throughout the industry, it's the same story of tight security.

What's the well-kept secret? This year, it's even more than the competitive features of next year's cars; this year, it's that big topic that has turned automotive small-talk to *small car* talk everywhere!

With small cars from the Big Three will come a need for new engine parts and running gear components; new configurations in glass, plastics and rubber; new castings, forgings and sheet metal stampings.

It may be a smaller car, but it's still a manufacturer's nightmare—that is, until he finds suppliers who have what he needs in material, quality, quantity, price and service.

How do you let the industry know about *your* product? By advertising regularly in the weekly Newspaper of the Industry — AUTOMOTIVE NEWS. Whether they are responsible for the small car project, full-size cars, or trucks or buses, AUTOMOTIVE NEWS readers are important to you. They are factory management and production decision-makers; engineering, styling and sales executives; car and truck dealers, and their service and parts managers. They subscribe* to AUTOMOTIVE NEWS for *all* the news they need to keep abreast of their fast-moving industry.

If you have important news for them, let them know about it *soon,* in the one news source they'll be certain to read next Monday, and *every* Monday morning!

The most influential publication in the automotive industry.

**44,000 paid subscribers, 85 percent of whom annually renew at the regular $9 rate without offers of premiums, cut rates or other inducements.*

NEW YORK: Edward Kruspak, Howard E. Bradley, Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547

LOS ANGELES: Robert E. Clark, Hollywood 3-4111

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

SERVICE SECTION

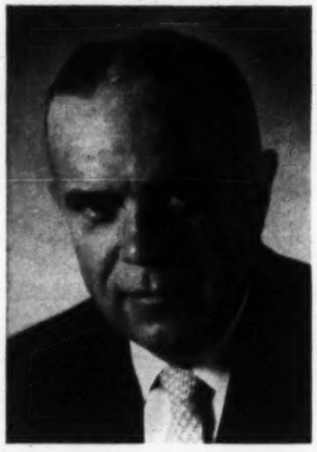
Vol. XXXI, No. 3611

DETROIT,

744,000 New Cars Now vs. 679,000 in . . .

Top Cars

How McGraw-Hill Circulation Policies Benefit Advertisers



Advertisers today are asking for more and more evidence on which to base their media decisions. This is a healthy attitude that we heartily encourage.

One subject on which we are often queried is circulation. From time to time, therefore, I believe it is helpful for us to restate and re-emphasize McGraw-Hill's basic circulation philosophy.

I am consequently using this method of frankly answering some questions that have been asked by agencies and advertisers.

Nelson L. Bond
PRESIDENT, PUBLICATIONS DIVISION

1.

Why does McGraw-Hill believe so strongly in paid circulation?

Fundamentally, because payment for a product represents the normal and natural way of doing business. Agencies sell their services, advertisers sell their products. The general magazines and newspapers of this country are sold, to subscribers or on newsstands. We're no different from these agencies, advertisers and other media. We simply share their belief in the cardinal rule, "If something has value it can be sold."

2.

Does paid circulation guarantee readership?

No. Payment for a subscription, however, certainly indicates an intent to read. The subscriber expresses this intent in the simplest and most universally recognized form—money. Having expressed it, he retains full freedom of choice. If he doesn't read the publication, he won't continue to pay for it.

Further evidence of readership of a publication by its paid subscribers is contained in a recent Laboratory of Advertising Performance study. (Laboratory of Advertising Performance Sheet 1195 will be sent on request.)

3.

Can paid circulation really provide "100% market coverage"?

No, especially if you interpret coverage as readership, not just receivership. We recognize that there are in every market a certain number of people who do not and will not read any publication; you can lead them to water but you can't make them drink. Nobody is going to get their attention as readers.

There is another group of people who can be reached only by McGraw-Hill's type of vigorous, persistent circulation selling activity. By direct mail, our own field salesmen, and by issue cards, we uncover many of the "hidden buying influences" who are important to market coverage, but who are not listed in directories or registration rosters.

McGraw-Hill publications provide representative, selective circulation in the markets they serve. Both the quantity and the quality of the subscribers are identified by actual audit of paid transactions. This provides the advertiser with documented answers to two basic questions about the audience he is buying: "Who are these people?" "How many of them?"

4.

Does paid circulation guarantee "editorial quality"?

In our view, "editorial quality" is measured directly by the publication's usefulness to the reader. If the editorial content does not match his job interests, serve his needs, help solve his problems and compel his continuing attention, it is not of real use.

If it isn't useful, he will neither buy the publication nor read it.

Paid circulation means that we have accepted the challenge of placing our editorial services on the block. We have given every reader the option of deciding on the value of this editorial service to *him*. He casts his ballot, for or against, when he first subscribes and every time he comes up for renewal.

Editorial quality, or usefulness to the reader, thus is judged, not on a theoretical basis, but on the hard fact of a "sale" or "no-sale" decision by the publication's audience.

5.

Doesn't it cost more to sell subscriptions than to give them away?

It is possible that, on some publications, selling costs may temporarily exceed subscription income. Usually this is because of circulation growth factors involved in the sale of new subscriptions. However, the economics of paid circulation are not based on selling new subscriptions only, but on the lower cost of renewals as well.

For example, over the last ten years, McGraw-Hill publications have collected more than $42,700,000 in subscription fees. The total of all expenses involved in the procurement (sales and collection) of these subscriptions amounted to just over $34,700,000. This gave us a subscription sales margin of about $8,000,000, plus the valuable privilege of mailing under second class postage rates. The subscriber, therefore, has shared in the costs of our publishing operation.

6.

Doesn't paid circulation mean that you have to accept all subscriptions, regardless of quality?

Not at all. Subscriptions are solicited and accepted only from people who meet the circulation *specifications* set by each publication. These standards are clearly defined, and can be examined by any interested advertiser or agency. These standards result in audiences of men who benefit from the publication's editorial contents and whose buying power benefits the advertiser.

We make clear in the masthead of each publication that we do not offer the publications to everyone who wants to subscribe. On the average, we decline about 20,000 subscriptions a year from people who, based on our specifications, would not benefit from receiving the publications. (Current listings of subscriptions recently declined are available on request.)

In addition, the nature of our publications' editorial contents, and the subscription payments screen out people who do not meet circulation specifications.

7.

Is it true that some people don't pay for their own subscriptions?

In some cases, yes. A study of our subscribers shows that 17.3% of subscriptions are ordered and paid for by the company. Another 32.7% are paid for by the company, but requested by the individual. The remaining 50.0% are paid for by the individual subscriber himself. So, 82.7%* of the subscriptions are delivered on the request and initiative of the individual. As to the remaining 17.3%, the company that buys for its key employes undoubtedly makes sure of the usefulness of the publication—particularly since it has to be renewed periodically by the payment of company funds.

8.

What does paid circulation mean to the advertiser?

Many things. But most directly and most importantly it means more evidence, and better evidence, as to publication values. Namely:

- Evidence of active interest in the publication, as represented by payment for a subscription.
- Evidence, in the same tangible form, of an *intent* to read the publication.
- Evidence of editorial quality, as represented by the interest and intent referred to above.
- Evidence of the reader's true evaluation of the usefulness of the publication, as represented by payment for renewal subscriptions.
- Evidence of active circulation, as represented by subscriber action in correcting and keeping up-to-date circulation lists.

**Figures from Laboratory of Advertising Performance, Sheet 1114, will be sent on request.*

This, of course, is not the complete story. Intangible benefits accrue from circulation policies based on the sound initial premise that the subscriber must be served first. Paid circulation, although an integral part, is certainly not the only ingredient of our publishing philosophy. We hope, however, that the foregoing answers have been of value in clarifying our position on this vital part. If you have further questions, won't you please contact your local McGraw-Hill representative? Or write directly to us.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

The Editorial Viewpoint . . .

Agencies: Proceed with Caution

There is no better way to express it: The recent trend toward agency mergers has taken on the aspects of a teen age craze.

Agency owners and managers seem motivated by a kind of irrepressible compulsion to merge with some one. It doesn't seem to matter who the "mergee" may be, just so a consolidation or a merger can be announced to a presumably applauding gallery of potential clients.

And yet the recent news about what has been happening to some agency mergers certainly ought to be dampening the spirits of merger-prone owners. Because this news has demonstrated quite clearly that mergers not only do not necessarily solve all an agency's existing problems, but that they may bring with them some new and knotty and extremely unpleasant problems that did not exist before.

Too many mergers are a form of mirage-chasing. The agency with problems (and what agency doesn't have some?) manages to hypnotize itself into the belief that a merger—practically any merger with anyone—will solve those problems. And yet a calm look at the facts ought to demonstrate that, particularly in a business so peculiarly personal and individual, mergers must be "made in heaven," just like marriages, if they are to endure and prove mutually advantageous.

Mergers too hastily entered into, and too thoughtlessly developed, again are like marriages. They don't last, and they are likely to leave permanent scars.

To coin a brand new phrase, it is much, much better to be slow but sure; safe than sorry.

What's the Answer to This?

The Committee of Religious Leaders of the City of New York has issued a report on "influences affecting the moral and spiritual climate" of the city which says some unkind things about advertising, advertising agencies and advertising media. In particular, advertising people are accused of presenting "false standards of material values as the criteria for the successful life," and of having "sensationalized the appeal of sex to adorn products that have not the remotest connection with it."

There is truth, of course, in both these accusations, and others which the committee makes, although on the subject of materialism we are still waiting (we must confess, a bit cynically) for the church which slaps materialism right in the face by turning down contributions from people whose wealth may have been acquired in—shall we say—unwholesome ways.

But the charges nevertheless make advertising people uncomfortable, because they are, at least in part, true. They should be studied thoughtfully and carefully, and every effort should be made to make them less true.

Those Amazing Foreign Cars

It was not until we read the ADVERTISING AGE story last week, reviewing the history of foreign car sales in the United States, that we recalled how remarkable a marketing story is involved.

It was shocking to recall that the first noticeable penetration of the American market by any foreign car was made by Austin; and the first real marketing success in America by any foreign car was made by the MG—and yet neither of these makes ranked within the first ten in unit sales of foreign cars in this country during the first four months of this year.

Austin sold only 1,708 cars in the U. S. in 1958, and while MG fared much better—was in fact in sixth place among foreign cars with total 1958 sales of 16,255—its 1959 sales picture does not look as good.

The history of foreign car sales in the U. S. obviously has some lessons for marketing men in addition to the obvious ones which apply to automobile makers in Detroit. Why has the Austin's share of the market declined so consistently? Why has MG not maintained the magnificent image it once had as a sports car? Why has the Volkswagen done so well with practically no promotional push?

It is easy to provide pat answers about "the right style" or a "better product," but we believe the answers are much more subtle than this . . . and that there are lessons here for all marketers, if only they can be dug out.

# # #

Gladys the beautiful receptionist

—Lumir S. Palma, U. O. Colson Co., Paris, Ill.

"Do you think the recent court order will stop any high livers on the Carter account?"

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

What They're Saying . . .

Universal Language

Over 90,000 tons of various grades of paper are used annually for greeting cards by about 300 manufacturers—one company alone produces 4,000,000 greeting cards each day! The approximate number of greeting cards produced in 1958 was five billion—half of which were Christmas cards. This is twice as many as ten years ago.

Greeting cards are big business—in 1958 the estimated retail sales were over half a billion dollars. They provide livelihood for artists, writers of verse, workers in paper mills, card plants, envelope manufacturers and thousands of retail card shop owners. There's a greeting card for any occasion in countless sizes and forms. They are printed by all printing processes: letterpress, offset-lithography, rotogravure and silk screen, on many kinds of paper, in all languages. Greeting cards are a universal language—they express words of love, understanding, good will, sympathy and thoughtfulness for any occasion.

—"The York Trade Compositor," York Composition Co., York, Pa.

Small World

A salesman for a big consumer magazine—*Life* or *Look*—reportedly called up a Detroit shop recently awarded one of the new small car accounts and opened with this gambit: "I understand you have a small car account now?" The harried office manager replied: "Yes, we have a small car account. And because it's a small car, we have a small budget. And we've hired a small account executive, about 4'8", and we have a small space buyer, about 4'6", and they're both in conference now in the telephone booth downstairs."

—Conversation overheard in a Detroit agency office.

Rough Proofs

The headquarters of the Advertising Federation of America will be shifted to Washington, it has been announced.

The politicians will soon be hearing from the grass roots.

•

Babbitt coupons will now be good for the purchase of U. S. savings bonds, which at this stage of the game will welcome the additional promotional support.

•

Crowell-Collier aims to expand in radio, the story says.

And some of the stations will no doubt try to become the woman's home companion.

•

"FTC order hits agency, clients on hair aid claims."

Bald-headed men are the kind of optimists who will believe almost anything.

•

Family Circle's new contest offers a New Year's Eve celebration in Paris as part of a week's vacation for two.

That will be a nice way to withdraw temporarily from the family circle.

•

"Farming," says Oscar Stauffer, "will continue in its indispensable role through all of the years to come."

If it doesn't, we don't eat.

•

Advertising taxes are not necessarily unconstitutional, opines Sidney A. Diamond.

But they are always bad for the constitutions of business men.

•

"Drugs, medicines don't rule tv airwaves; it just seems that way," the headline says.

They haven't yet heard of the virtues of the soft sell.

•

"What makes a top marketing man?" asks Procter & Gamble of prospective recruits.

The obvious answer: Work with top marketing men at P&G.

•

Bad news for taxpayers:

A manufacturer and military contractor looking for an adman predicts an increase of 1,000% in the next ten years in his current volume of $100,000,000 a year.

•

"You'll have relaxed family living," says an Iowa agency looking for a copy-contact man.

How relaxed is it at the office?

•

Pride of authorship of the grand jury report on alleged rigging of tv quiz shows may ultimately force release of this impounded-and-sealed incendiary bomb.

COPY CUB.

During the first five months of 1959

The Washington Post

gained more than 2,500,000

lines of advertising.

This is the largest advertising

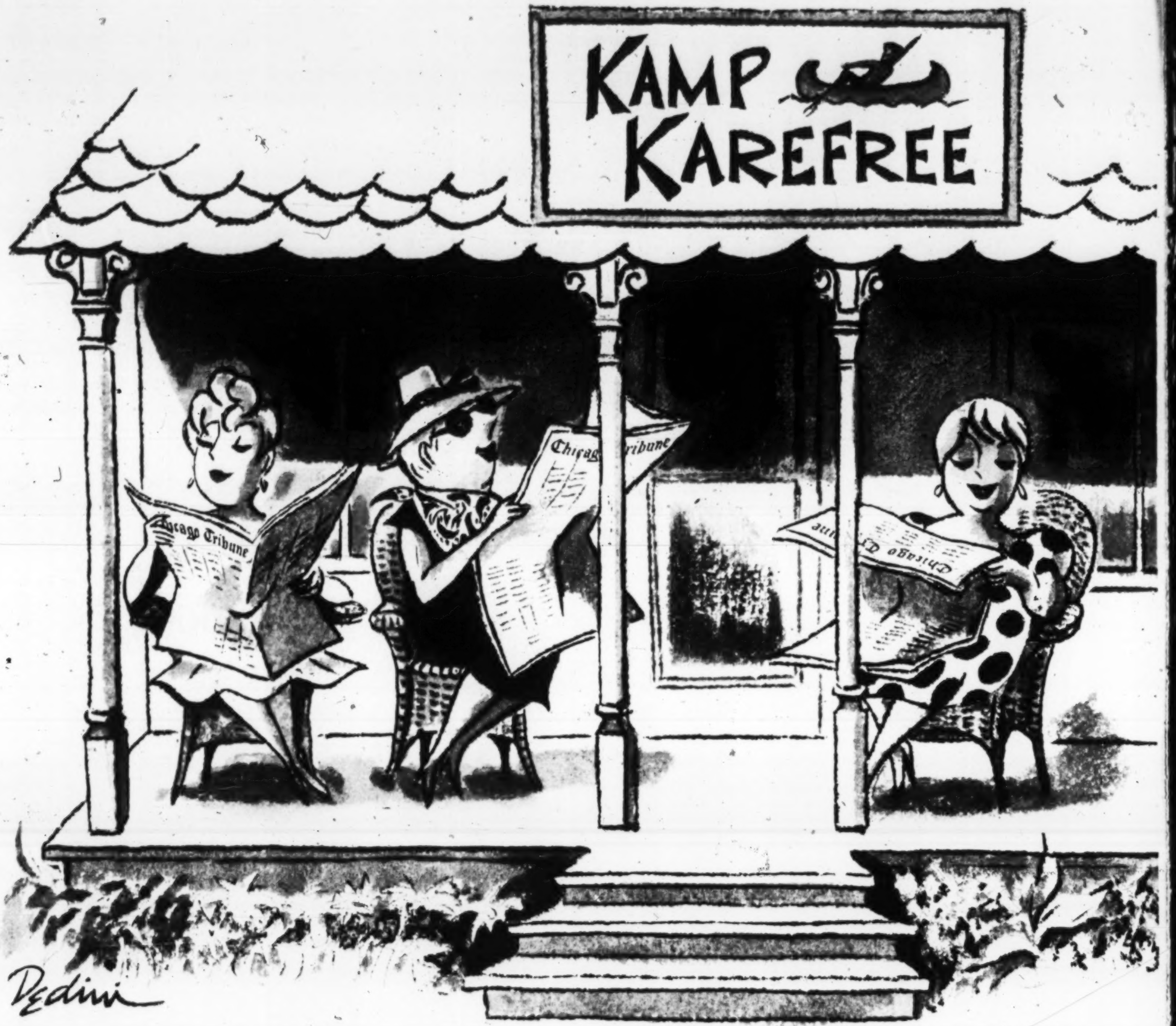
gain for this period in the history

of Washington newspapers.

Media Records

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.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Chicago Tribune
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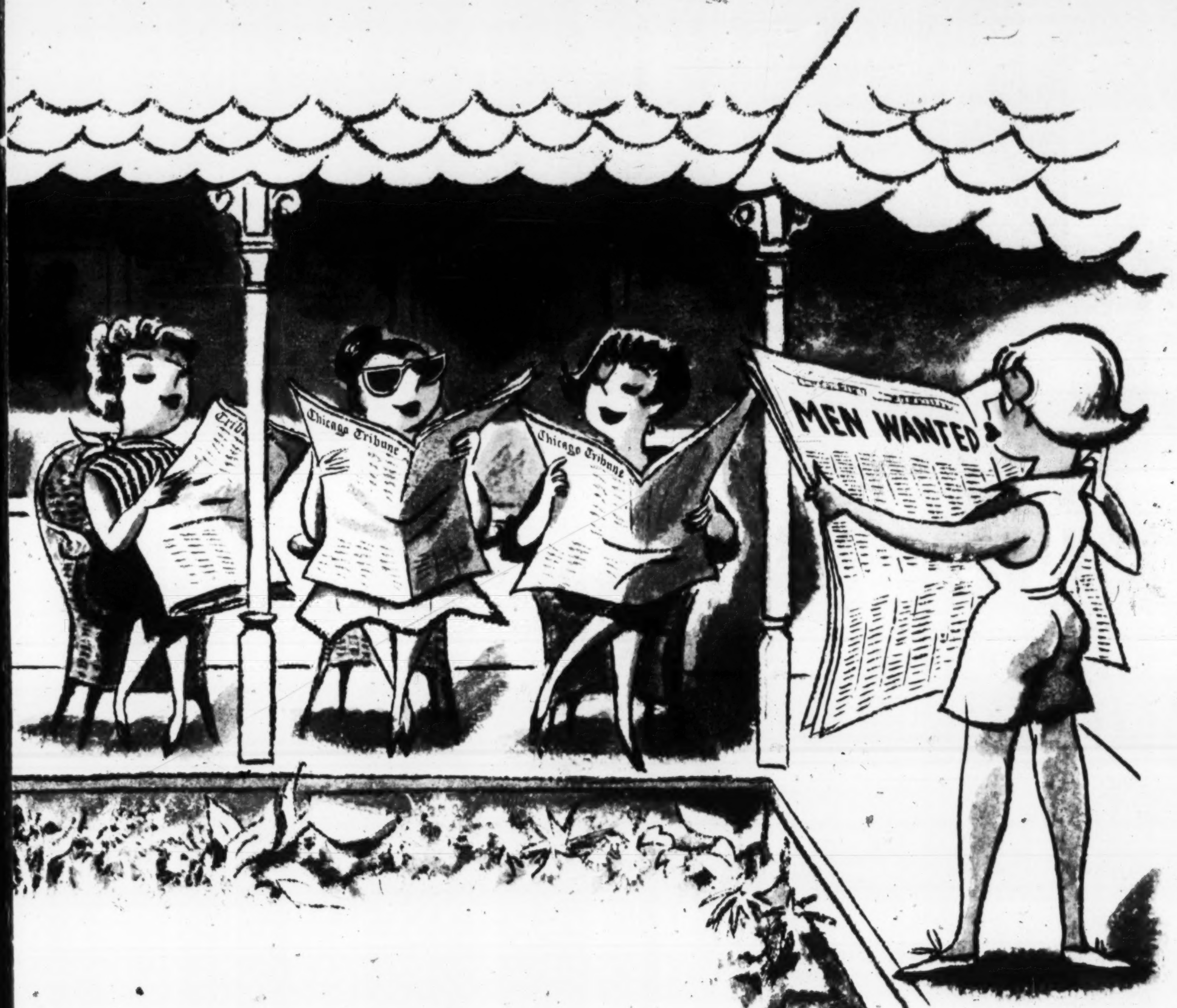
More readers.........

THE TRIBUNE GETS 'EM



. . . .more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

your key to a
LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, *35.2% of the heads of Elks households are business owners or officials.* Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of $7,220 is exceeded by just 6 of the 53 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information? Write for your copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

PLAYBOY JAZZ FESTIVAL

SPONSORED BY PLAYBOY MAGAZINE
AIR-CONDITIONED
CHICAGO STADIUM

aug. 7-8-9
fri. sat. sun.

INDIVIDUAL PERFORMANCE TICKETS
Saturday & Sunday / Matinees and Evenings
Reserved Seats at...........$5.50 and $3.30
General Admission at................$1.10

MAIL ORDERS NOW

for good seats now, write:
PLAYBOY JAZZ FESTIVAL
PLAYBOY BUILDING
232 E. OHIO STREET
CHICAGO 11, ILLINOIS

for information in New York:
PLAYBOY MAGAZINE
720 FIFTH AVENUE
NEW YORK 19, NEW YORK
CI 5-2620

Premiere Benefit Performance Friday Night at 8 00
Miles Davis Sextet
Count Basie Band
Joe Williams
Dizzy Gillespie Quintet
Dave Brubeck Quartet
Kai Winding Septet
Dakota Staton
Mort Sahl, Emcee

Friday Night Prices
Proceeds to the Chicago Urban League
Reserved Seats at: $25, $15, $10, $7.50, $5
General Admission (1st Balcony)—$3.30
General Admission (2nd Balcony)—$2.20
(Benefit Prices Apply to Friday Only)

Saturday Aft. at 2
Duke Ellington Band
Jimmy Rushing
Oscar Peterson Trio
Dukes of Dixieland
Jimmy Giuffre 3
Bobby Darin
The Signatures
Mort Sahl, Emcee

Saturday Eve. at 8
Count Basie Band
Joe Williams
Lambert, Hendricks & Ross
Ahmad Jamal Trio
Jack Teagarden All Stars
Don Elliott
Earl Bostic Sextet
Mort Sahl, Emcee

Sunday Aft. at 2
Stan Kenton Band
Four Freshmen
June Christy
Sonny Rollins Trio
Nina Simone
Austin High Gang
David Allen
Mort Sahl, Emcee

Sunday Eve. at 8
Louis Armstrong All Stars
Red Nichols and His 5 Pennies
Stan Kenton Band
Chris Connor
J. J. Johnson Quintet
Coleman Hawkins
Mort Sahl, Emcee

Georg Brunis' Dixieland Band in Residence at all Performances
COLOSSAL GIGANTIC

Getting Personal

John Layton, who has been with J. Walter Thompson, New York, for nigh on 30 years—in the international department since 1946—resigned June 30 to take up a new role as owner and operator of a 70-year-old general store in Tiogacenter, a hamlet in upstate New York . . . **Stephen Birmingham,** Doherty, Clifford, Steers & Shenfield, prolific writer of ads, *Holiday* articles and novels, will have a new hardcover, "Barbara Greer," published by Little, Brown in August. It's already been purchased by Columbia Pictures as a vehicle for Kim Novak. Also in August, his first novel, "Young Mr. Keefe," will be reissued as a paperback . . .

Evelyn Ardrey and Bruce Mumm, son of **William Mumm Jr.,** former president of Mumm, Mullay & Nichols, Columbus, O., will be married this autumn . . . *Architectural Forum's* ad director **Chape Lawson** got a hole-in-one (with a nine-iron) on the 134-yard 16th hole of the Ponte Vedra, Fla., club, during the *Fortune-Arch. Forum* sales convention . . . **Nathan Halpern,** president of Theater Network Television, has added a "blue period" Picasso to his growing home and office collection . . .

NBC press department stork news: **Ellis Moore,** director of the department, has a new son, fifth child, Michael William, born June 20 . . . **Stan Appenzeller,** a staff writer in the department, has a new son too, William Blair, born June 3 . . .

HONOR AWARD—*Tom Hamilton (left), sales manager of WNDU-TV, says, "Congratulations, but don't let it go to your heads!" to his new promotion department after they had won an Honor Award on their first effort, an NBC station promotion for "The Thin Man" sponsored by Colgate-Palmolive Co. and Ted Bates & Co. Walter Purcell (center) had just become promotion manager at the South Bend-Elkhart station after two years in the sales department. Bill Culliton (right), Purcell's assistant in the promotion department, is a Notre Dame student preparing for a future in television by working at the station in addition to taking the telecommunications courses taught at the university by station personnel.*

Members of the National Editorial Assn. will be on the move this summer. One group of 30, headed by **John Fournier,** publisher of the *News Journal,* Kent, Wash., will be off on an 11-day study mission to Alaska Aug. 1 . . .

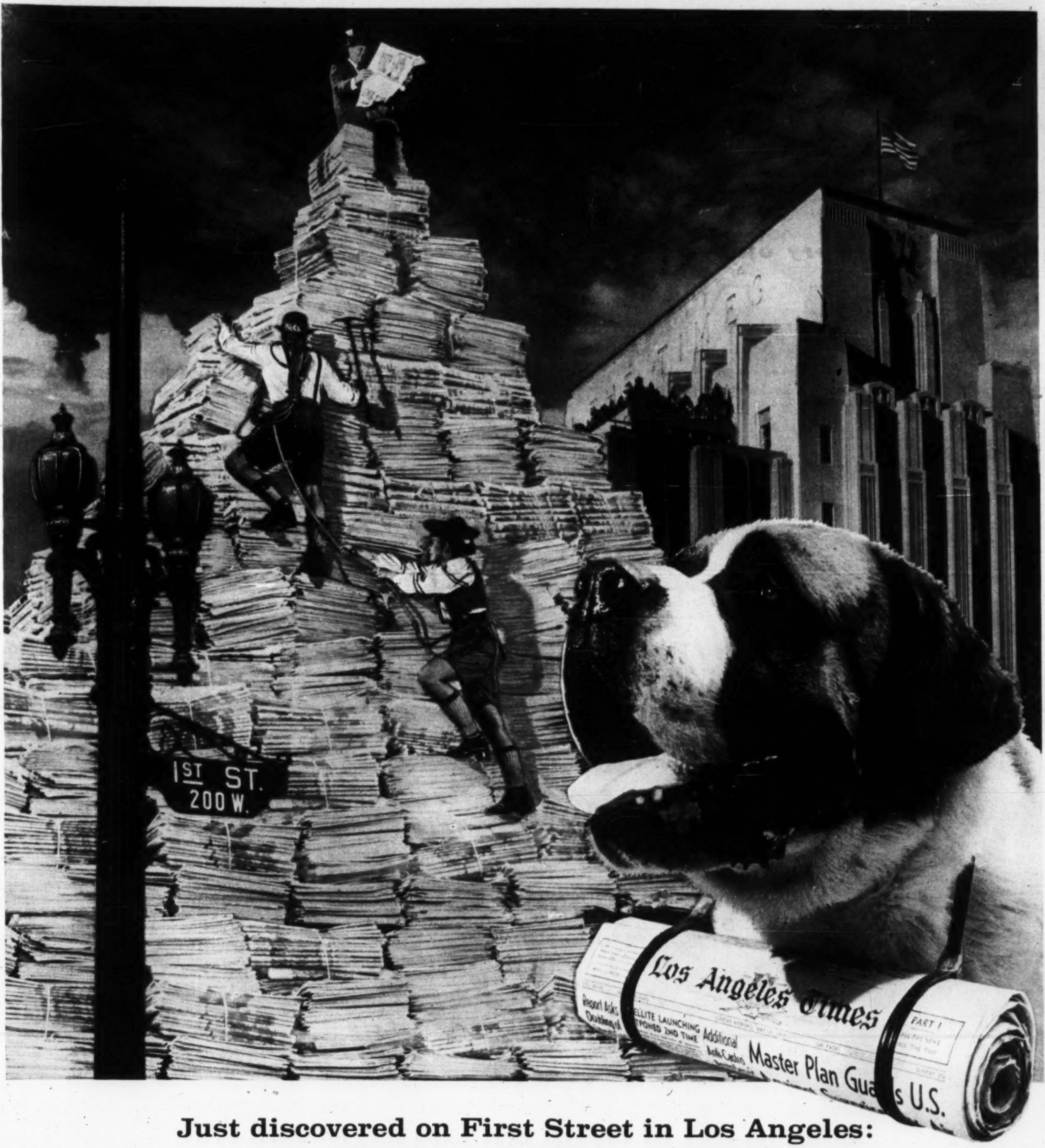
Bill Berchtold, vp and chairman of the plans review board of McCann-Erickson, is heading up the Golden Jubilee finance drive for the Greater New York Councils, Boy Scouts of America . . . **Pierre Martineau,** director of research, *Chicago Tribune,* has received the annual Alpha Kappa Psi award for the most outstanding marketing article to appear in the *Journal of Marketing* during the year. The winning article: "Social Classes and Spending Behavior," appearing in the October issue . . .

Sam Meek, vp of the board of directors of J. Walter Thompson Co., has been elected a member-at-large of the board of governors of the American National Red Cross . . . **Harold L. Neal Jr.,** vp of WXYZ-Radio, has been named chairman of Michigan's new industrial advisory committee for Conelrad. The group will act as liaison between Civil Defense authorities and the radio-tv industry . . .

Richard Borden, ad manager of Atlantic Refining Co., Philadelphia, is back at his desk on a limited basis, after a stay in the hospital with a back ailment . . . **Jane Keating,** copywriter at BBDO, marries Robert E. Taylor of the First National Bank of New York, Aug. 29 . . . Another BBDOer, **Philip Wilson Tate Brown Jr.,** account exec, married Helene Kinnucan, granddaughter of the late Dr. William Weiss, a founder of Sterling Drug, June 20 . . .

Gilbert Lea, vp and assistant to the president of Ogilvy, Benson & Mather, has been elected a director of the Visiting Nurse Service of New York . . . Dr. Leonard Weissbein and Irma Hadassa Siegel, daughter of **Simon B. Siegel,** vp and treasurer of ABC, are honeymooning in Hawaii . . . **Thomas P. Chisman,** president of WVEC and WVEC-TV, Norfolk, Va., and recently elected president of the Virginia State Broadcasters Assn., has been appointed to a special governor's commission to study the feasibility of educational tv in Virginia . . .

When **Al Gussin,** director of advertising and sales promotion for Karastan Rug Mills, arrived home from the Chicago furniture market, he was greeted by a new member of the family, a daughter, Piper, born June 16 . . . **Gil Maurer,** manager of *Look's* regional advertising, had an unscheduled split run June 22 when his wife, Ann, gave birth to twins. The surprise twins, a 5-lb., 9 oz. boy and a 5-lb. girl, bring the Maurer family to seven . . .



Just discovered on First Street in Los Angeles: the highest peak west of Chicago

The mountain of newspapers we move off First Street every morning has been getting higher and higher. Just recently we had it measured by an official expedition.

A study of ABC statements reveals this electrifying bit of intelligence: The Los Angeles Times has reached the highest circulation peak ever recorded in Los Angeles... on the Pacific Coast... or anywhere west of Chicago... 497,873 daily, 893,792 Sunday.

Meanwhile, we learned that one out of every four rolls of newsprint shipped to California is addressed "First Street, Los Angeles." Must be because the mountain on First Street is made of *bigger* newspapers. The Times carries more news and features, for example, and more retail and classified advertising than any other newspaper in the United States.

Are you planning to scale a new sales peak in Southern California? You'll need strong lines to make your climb safe and certain—and you can buy them quite reasonably on First Street... home of The Times.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta and San Francisco

sell a QUARTER OF A MILLION

☑ professional businessmen ☑ discriminating buyers ☑ homeowners
☑ sports enthusiasts ☑ frequent travelers ☑ independent investors
☑ community leaders

sell a quarter of a million
DOCTORS
every other week in the

AMA NEWS

the doctor's own newspaper

Published by the **American Medical Association** • 535 North Dearborn Street, Chicago 10, Illinois

TOP VALUE!
KELLY Springfield TIRES
SUNOCO
TOP SERVICE!

FREE RIDE—*Kelly-Springfield Tire Co., Cumberland, Md., returns to outdoor after an absence of several years, with an 18-state summer poster schedule. The tire company promotes the Sunoco name on the poster to tell motorists that Sun Oil service stations carry its tire line. Compton Advertising, New York, is the agency.*

Cre-Ad Joins DMCP Group

Cre-Ad Mail Co., Chicago, has been named Illinois representative of Direct Mail Creation & Production Associates, Toledo, a national group of direct mail companies.

TV Led Spending by 65 of Top 100 Advertisers: TvB

NEW YORK, June 30—After analyzing the 1958 expenditures of the top 100 national advertisers, Television Bureau of Advertising —to nobody's surprise—has decided that the figures make tv look pretty good.

Dollar figures for expenditures in newspapers, general magazines, farm magazines, business publications, network and spot tv, outdoor and spot radio for the 100 pace setters were published in ADVERTISING AGE early this month (AA, June 8). TvB compared this set of figures to the 1957 figures and noted:

- "Television's gain of $89,870,998 in 1958 in network and spot gross time billings wiped out a loss of $52,006,297 recorded by the other media and was responsible for the $37,864,701 increase in the top 100's total billing.
- "Where tv accounted for 46.5% of the six-media total in 1957 when radio was not reported, it accounted for 51.5% of the six-media total in 1958 and 100% of the increase in these expenditures."
- Tv got the largest share of the budget of 65% of the companies on the list. Runners-up were newspapers and general and farm magazines combined. Nearly half —42%—of the leaders spent more than 50% of the total budget in tv; 22% devoted two-thirds to television and 12 of the 100 spent more than 80% of their budgets in tv.
- Except for the liquor companies, which are barred from tv, all but two of the names on the list for '58 are tv users. The missing two are American Airlines, which, as TvB points out, gets a raft of free plugs on the air, and Simoniz Co.

Hattwick Named President of Houston Adclub

Melvin S. Hattwick, market research director of Continental Oil Co., has been elected president of the Houston Advertising Club. Other officers are Alec Chesser, Houston Natural Gas Corp., 1st vp; and Delores Williams, copy chief for McCann-Erickson, 2nd vp.

The club also approved the establishment of an annual award for excellence in advertising created in the Southwest. The award will become part of the Houston observance of National Advertising Week.

Robert Hinckley Leaves ABC

Robert H. Hinckley has resigned as vp of American Broadcasting Co. in charge of the Washington office, but remains a member of the board and a member of the executive committee of the board. ABC said a successor to Mr. Hinckley probably will not be named for several weeks. Mr. Hinckley joined ABC in 1946.

covers *the entire*
State of **Nebraska***
daily, better than
any New York paper
covers metropolitan
New York.

*A vital, growing market
of 1.6 million people with
$2.7 billion to spend.

Omaha World-Herald

Less than 5% duplication of circulation, morning and evening.

O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco

*Based on latest ABC Audit Reports and population figures from 1959 Sales Management Survey of Buying Power.

Dailies, Stations Among Creditors of Sunset Appliance

NEW YORK, June 30—Listed among the creditors of Sunset Appliance Stores, which is undergoing Chapter XI proceedings, are ten metropolitan newspapers and two radio stations.

The appliance chain's media liabilities total more than $100,000; of these the largest amount is owed to the *Daily News*—$45,311. Sunset has filed schedules in Brooklyn federal court listing liabilities of $2,074,478 and assets of $514,295.

Besides the *News*, other newspaper creditors are:

Daily Mirror, $12,994; *Newsday* $7,411; *Post* $7,802; *Staten Island Advance* $2,127; *Times* $2,622; *Herald Tribune* $2,380; *Long Island Star Journal* $1,474; *Long Island Daily Press* $1,452; Westchester Macy Publishers $4,911.

The two radio stations are WMGM, $11,368, and WMCA, $8,889.

■ A creditors' committee last week rejected a Sunset plan to pay 100% over a five-year period. The plan had provided for 10% in cash, two notes of 5% each and the remainder out of 50% of profits over a five-year period. Another hearing is scheduled for this week. #

FTC Drops Suit After Firestone Accepts Tire Guides

WASHINGTON, June 30—The Federal Trade Commission has decided that Firestone's acceptance of the commission's tire industry guides eliminates the need for further litigation over Firestone's alleged failure to identify its tires in its ads in the past.

Despite protests from the commission's staff, the commission dropped all portions of a false advertising complaint against Firestone except for a section which charges that Firestone sometimes advertised second-line tires as "original equipment." On this issue FTC issued a cease and desist order stating that no tire may be advertised as original equipment unless the ad clearly and conspicuously indicates the latest year when the tire was original equipment.

With respect to terms like "DeLuxe Super Champion" for inferior grades of tire, FTC said Firestone has gone to substantial expense to bring its tire names in line with the commission's tire industry guides. Since Firestone will continue to operate under the supervision of FTC's staff enforcing the guides, the commission said an order was "unnecessary." #

J. R. Clark Plans Promotion; Buys Time on 'Today' Show

J. R. Clark Co., Spring Park, Minn., Rid-Jid products manufacturer, is planning what it calls "one of the biggest single promotional pushes in the history of the ironing table industry." The company has purchased time on "Today" (NBC-TV).

Ads featuring Dave Garroway selling Rid-Jid tables will appear in housewares and hardware magazines. The promotion will be launched at the J. R. Clark booth at the annual National Housewares Exhibit in Atlantic City, July 13-17. Bruce B. Brewer & Co., Minneapolis, is the agency.

Heintz & Co. Adds Account

The steam cleaner division of Clayton Mfg. Co., El Monte, Cal., has appointed Heintz & Co., Los Angeles, to handle its advertising. McCarty Co., Los Angeles, will continue to handle other Clayton products.

Halloween Promotion Planned by D. L. Clark Co.

A two-pronged Halloween promotional drive featuring a prize-winning outdoor poster and a new special-for-Halloween product, Clark miniature candy bars, is being planned by D. L. Clark Co., Pittsburgh. The poster, recently awarded first place in the confectionery class of the 27th annual national competition and exhibit of outdoor advertising art, will be duplicated in point of purchase material and product packaging for the Halloween season. The new Clark bars are individually wrapped and packaged in clear plastic bags bearing the Clark logo.

The ad program will include newspapers, radio, television and hand bills. Trade magazine advertising featuring the prize-winning billboard is scheduled throughout the summer.

WXIX to Return to Air

WXIX, Milwaukee uhf tv station, will go back on the air July 20. The station, purchased from Columbia Broadcasting System after CBS changed its Milwaukee affiliation to WITI-TV last April, will be on the air on Channel 18 from 4 to about 11:40 p.m. daily. Principal owner of WXIX is Gene Posner, operator of WMIL, Milwaukee radio station.

Murphy Joins W. B. Doner

William A. Murphy has been named media director in the Baltimore office of W. B. Doner & Co. He formerly was media director of the Whitehall Laboratories division of American Home Products Corp., New York.

WESTERN HORSEMAN
Leader in the Western Equestrian Field
104,516—June 30, 1958
ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to become the boss' pet
(without working like a dog)

It's a snap! To be a howling success just tell the boss you've dug up these facts. Paper costs represent about 25% of the average printing job. And Consolidated Enamels could save him as much as 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

SOMETHING TO CHEW ON! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then watch the boss yelp with joy.

Available only through your Consolidated Paper Merchant

Consolidated | enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

WHY IS

"U.S.NEWS & WORLD REPORT"

THE PREFERRED READING OF SO MANY

KEY PEOPLE IN BUSINESS AND INDUSTRY?

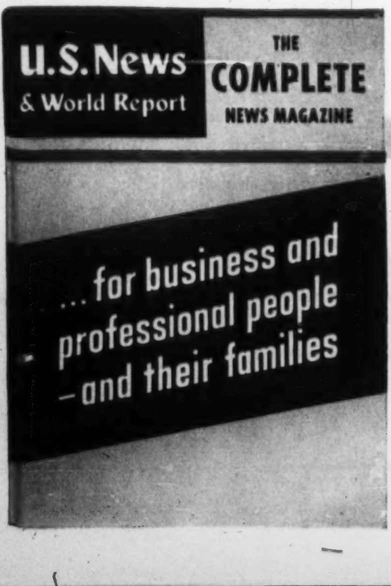
IT CAN BE SUMMED UP IN ONE WORD . . .

[illegible]

"U.S.NEWS & WORLD REPORT" concentrates exclusively on the essential news which business and professional people want to know in order to make their important plans and decisions. It is published for people who think things through—who spark the new ideas. These are the people who do the big buying and make the important decisions in America today.

"U.S.NEWS & WORLD REPORT" publishes more pages of news than any other news magazine. It is published for people who have a big and important stake in what's going on—people who know the difference between froth and substance. Much of this news is original news, too—news not published before, news they find nowhere else. "U.S.NEWS & WORLD REPORT" presents the complete news in a form easy to read, easy to understand.

That's one of the basic reasons why "U.S.NEWS & WORLD REPORT" attracts such a high concentration of managerial people in business, industry, finance, government and the professions. Four out of five (78.5%) hold managerial positions. These are the people who are in the mood to be quickly—yet thoroughly—informed. This is the mood in which advertising has its best opportunity to be read and in which it can be most effective.



U.S.NEWS & WORLD REPORT

America's Class News Magazine

. . . read by America's most important million *plus*

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

"To be on top of national and world problems most businessmen need a magazine that clearly and concisely reports the news, and U.S.News & World Report is that kind of publication."

PRESIDENT
Life Insurance Company

"You have developed a paper that represents the greatest authority for serious readers in the United States, and more power to you all."

CHAIRMAN
Major Machine Tool Manufacturer

"We not only read it each week but read it with greater thoroughness and interest than any of the many other publications that come to our home. It is our first choice. It ranks No. 1 with us by a wide margin."

CHAIRMAN
Major Glass Manufacturing Company

"I read it every week. Frequently I mark certain articles for routing to our management group. I consider yours the finest news magazine available today."

PRESIDENT
Cast Iron Manufacturing Company

"I look forward to receiving it and find U.S.News & World Report very good reading material during my leisure hours. In fact, I consider it the best of the three news weeklies."

PRESIDENT
Major Railroad

"The extensive coverage, the complete and factual method of reporting has impressed me most favorably."

PRESIDENT
Health and Accident Insurance Company

All excerpts on these pages are from our 1958-59 reader correspondence files.

"U.S.News & World Report has aided me considerably in my daily work. When you are trying to look down the road and get a feel for various potential programs and the general economic trend, it is nice to be able to read these items as published in your U.S.News & World Report."

SALES MANAGER
Major Aircraft Company

"Although I get several hundred magazines a month, I find that U.S.News & World Report provides more current data more thoroughly analyzed than other magazines carrying the same material."

ACCOUNT EXECUTIVE
Major Advertising Agency

"I read your magazine every week. I read it faithfully and I profit by same. I say to you if I were to be limited in my business reading, yours would be the one I would take."

CHAIRMAN
Major Automobile Manufacturing Company

"I find that it is the one magazine that I am able to turn to during a very busy schedule. I can take my choice of long or short articles, depending on the time available. It contains everything, from the most concise reporting to full interviews on subjects which I often find of particular interest."

DIRECTOR
Medical Plan

"I would say that U.S.News & World Report is most meaningful to me (and this is something in which my wife heartily concurs, being a devoted reader of your publication) because it gives us news we can use."

EDITOR
National Magazine

"It is imperative that I keep abreast at all times with developments in many areas such as the political arena, business, education, and matters of national and international concern. I am sure I could not do this without weekly access to the highly informative pages of U.S.News & World Report."

DIRECTOR
Major Television Network

"I thoroughly digest each issue and I have a feeling that, in doing so, there is very little other news that one needs to keep abreast of events. You cover everything that is significant to an American citizen, particularly a businessman."

CHAIRMAN
Major Beverage Company

"I have encouraged a number of our own representatives and department heads to keep in touch with world events through your magazine. What I best like about it is that you give the facts and your comments are not slanted."

VICE PRESIDENT
Manufacturing Company

"I have been receiving U.S.News & World Report for some time, and as I have discussed with your group in Chicago on many an occasion, it's a pleasure to see a publication that creates its own news so much of the time."

ADVERTISING DIRECTOR
Major Distilled Beverage Company

MARKETING FACT FILE: TRAVEL

THE TRAVELER IS A WOMAN

FACT: "Men travel for business, women for pleasure. 60.1% of all international air travel for pleasure or personal reasons is done by women."
Source: Port of New York Authority Study of New York's Overseas Travelers

CHARM readers have the time, 121 vacation days a year—and the money, their own paychecks, to devote to the pursuit of pleasure.

LAST YEAR 103 distinguished travel advertisers reached their best market for pleasure travel in **CHARM**—the Magazine for the Exciting Woman with a Job.

CHARM IS THE MOST SUCCESSFUL WOMAN'S MAGAZINE IN THE TRAVEL FIELD

CHARM SETS WOMEN IN MOTION

CHARM
575 MADISON AVE., NEW YORK 22, N. Y.

Westman Allen Adams Spero Bailey

HOLLYWOOD AD CLUB—*Felix Adams, Radio Recorders, has been elected president of the Hollywood Advertising Club. Other officers are Stan Spero, KMPC, 1st vp; George Allen, Guild, Bascom & Bonfigli, 2nd vp; Dick Westman, Arkwright Advertising, vp for public relations, and Lem Bailey, treasurer.*

Ghostley Moves to Mullen

Ghostley Poultry Farms, Anoka, Minn., has appointed Mullen & Associates, Minneapolis, to handle its advertising. The account was formerly handled by Sweet Advertising, Mount Morris, Ill.

'Anatomy' Movie Ads Go Local to Pace Paper Book Sales

NEW YORK, June 30—Convinced that the movie box office potential of a best selling novel is best while the book is still hot on the stands, Otto Preminger, producer-director, completed the filming of "Anatomy of a Murder" on location in Michigan in 16 weeks.

This movie, which stars James Stewart and Lee Remick, will open throughout the country in July and August while the book is still moving well in the paperback stalls.

The desire to release the film as soon as possible helped to predetermine the nature of the advertising. It had to be strictly local, as Jonas Rosenfield, vp in charge of advertising for Columbia Pictures Corp., pointed out, because there wasn't time to make the magazine deadlines.

The buildup started with teaser copy in newspapers and on subway posters.

■ Besides newspaper and subway promotion, there are radio spots and an ad in *The Pictorial Review*. The campaign was master minded by Saul Bass in cooperation with Mr. Preminger. The copy was placed through Donahue & Coe, Columbia's agency.

Mr. Rosenfield estimates that $250,000 to $300,000 will be spent to entice moviegoers into theaters to see this crime drama during July and August. #

GE Award to Gillham Agency

Gillham Advertising Agency, Salt Lake City, has been named top winner in a national contest conducted by General Electric Co. for the best home laundry newspaper ad prepared by an agency for use by a district distributor. The agency received a plaque and $500. Second prize ($350) went to Hoag & Provandie, Boston; third prize of $150 was awarded to Clarke, Dunagan & Huffhines, Dallas.

Western-Air Agency Opens

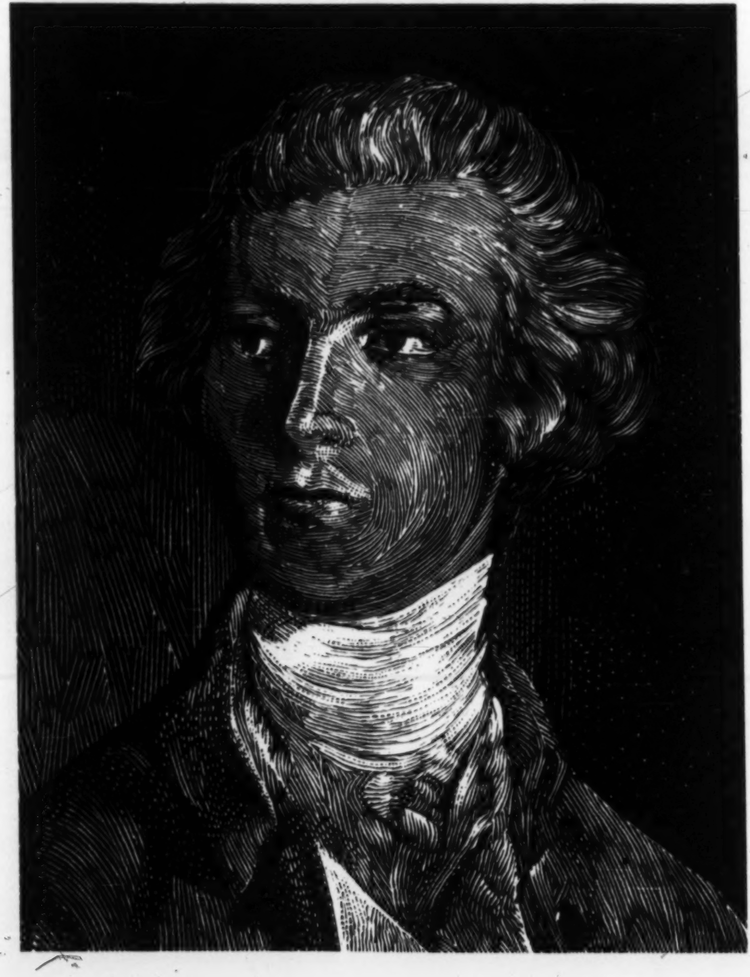
Western-Air, a new Boulder, Colo., agency specializing in tourist industry advertising and promotion exclusively, has opened offices in the Colorado Insurance Group Bldg., Boulder. Head of the new agency, with the title of director, is Bruce M. Patterson, formerly an industrial account representative with the *Wall Street Journal's* Chicago office and manager of the *Journal's* "Holiday Fare" feature on resorts and travel.

Ames Appoints Lockwood

Ames Publishing Co., Philadelphia, has appointed Fred Lockwood to represent its two publications, *Industrial Maintenance & Plant Operation* and *Industrial Supplier & Distributor News*, in the Philadelphia area. Mr. Lockwood was formerly western regional sales manager of Ford Motor Co.'s tractor and implement division.

Lasting Impressions

"What makes the difference between man and man is real performance, and not genius or conception."
Thomas Gainsborough (1727-1788). English painter remembered through the years for his "The Blue Boy."



At WWJ, it's performance
that gives lasting
value to your radio
schedule—performance
born of hard work and
follow-through from traffic
board to transmitter.
Ask your PGW Colonel
for the complete WWJ
performance story: facilities,
coverage, merchandising,
and personality roster.
It makes good listening
—and good buying
for lasting impressions.

WWJ AM and FM RADIO
Detroit's Basic Radio Station
NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Supreme Court Backs Trading Stamps in Safeway Dispute

WASHINGTON, June 30—The Supreme Court ruled last week that retailers can give away trading stamps without violating a state "unfair sales act."

The test stemmed from cross-complaints filed by the Oklahoma Retail Grocers Assn. and Safeway Stores against each other under an Oklahoma law which makes it illegal to sell below cost.

Safeway contended that trading stamps which were distributed by members of the retail group resulted in "below cost" prices, but the supreme court of Oklahoma rejected Safeway's contention and ordered Safeway to stop cutting its own prices in retaliation.

■ In an 8-0 decision, the U. S. Supreme Court said trading stamps could be regarded as a cash discount rather than a price reduction. It pointed out that stamps were given on the basis of total purchases, while Safeway's price cuts were selective.

In addition the court said Safeway's effort to justify price cuts on the ground that it was meeting competition could not stand up. The Supreme Court noted the trial court ruled some Safeway price trimming had not been done in good faith because it "either knew or had reason to know that the competitors it was matching were selling below costs."

Noting that Safeway had other remedies against competitors who sold below cost, the court commented, "it had no constitutional right to embark on the very kind of destructive price war the act was designed to prevent."

■ William S. Beinecke, vp of S&H trading stamps, expressed a belief that the decision will discourage further use of state fair trade laws by companies which seek to attack trading stamps.

"In particular, it is a matter of irony," he commented, "that commercial opponents of trading stamps, including Safeway Stores, on occasion have charged that use of trading stamps increases prices, while in this case Safeway Stores asserts that use of trading stamps represents a price reduction for the housewife to justify its own price cutting." #

Atlantic Opens Imperial Push

Atlantic Refining Co., Philadelphia, has launched its new campaign for Imperial high octane gasoline. "Listen, you'll like the difference," a teaser theme intended to stir up questions about knocks which develop in new cars, is appearing on outdoor posters, in newspapers, and on radio and tv in the 17-state marketing area. Point of purchase displays are built around flying pennants in service stations, plus window displays and pump stickers.

Cutler-Hammer Boosts Rauch

George A. Rauch, formerly manager of distributor sales for Cutler-Hammer, Milwaukee electrical manufacturer, has been named manager of the company's new merchandising and sales promotion division. Succeeding him is M. F. Higbie, who has been in charge of sales at Cutler-Hammer's South Bend, Ind., branch office.

Galerie to Doner & Peck

Doner & Peck, New York, has been named to handle advertising for Galerie Inc., Chicago, a company which provides "seal-of-approval" labels to women's fashions in various cities, and promotes the seal through advertising and merchandising activities. Billings are estimated at $250,000 annually.

David Hale Halpern Opens

David H. Halpern has resigned as vp of Geyer, Morey, Madden & Ballard, to open his own company, David Hale Halpern Co. at 1 E. 54th St., New York. He will concentrate in specialized areas of marketing, including radio-television, where he will work with station owners to improve their corporate images.

WXYZ-TV Promotes Two

WXYZ-TV, Detroit, has split its sales department into two divisions. Ralph Dawson, formerly director of tv sales, is national sales manager, and Kent Fredericks, of the sales staff, is local tv sales manager.

Stakel Leaves St. Regis

Fred Stakel has resigned as director of advertising and sales promotion of St. Regis Paper Co., New York. A successor is expected to be named at a later date.

BUY A KING-SIZE MARKET

EL PASO~
CAPITAL CITY
OF
The Fabulous Southwest

BANK CLEARINGS
$2,957,007,628
Gain of 112%
over 1950
Further proof that El Paso
is still on the Grow.

The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

TOTAL CONTACT
VITAL IMPACT

THE NEW
Weekend
ALL-FAMILY
FEATURE SECTION
EXPANDS
THE
RECORD-BREAKING
READERSHIP
OF
THE "BIG THREE"
TIMES
SERVICE WEEKLIES

WEEKEND encompasses the *totality* of Armed Forces family interests. WEEKEND injects even greater *vitality* into the impelling selling power of the TIMES Service Weeklies.

WEEKEND is the new magazine section—*devoted to feature articles, fiction, fashion, homemaking, reader service, humor and leisure pursuits*—that is now an integral part of every issue of Army Times, Navy Times and Air Force Times.

See this *new section*—this *new advertising asset* offered by the media that already deliver the triple advantages of top circulation, world-wide coverage and lowest milline rate in the military field.

WRITE TODAY FOR COPIES, RATES AND
COMPREHENSIVE MARKET INFORMATION

-TOP CIRCULATION MEDIA OF THE
$10,523,000,000
MILITARY CONSUMER MARKET

Air Force Times
ARMY TIMES
NAVY TIMES

ARMY TIMES PUBLISHING CO.
2020 M STREET, N.W. • WASHINGTON 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

ART STUDIO + TYPESETTING + LETTERPRESS + SILKSCREEN + BOX EASELS & BINDERS

YOUR PITCH WILL BE ENHANCED

with the line up
of major league
Art Directors,
heads up
production,
and errorless
teamwork at
Rapid Art Service
304 East 45th Street
New York 17, N. Y.
MU 3-8215

60% Increased Budget to Promote Kool-Aid

The Perkins division of General Foods Corp. has increased the Kool-Aid ad and promotion budget 60% this year to promote Kool-Aid as a year-'round drink. Color ads will run in *Life*, plus the *Puck—The Comic Weekly* and Metro Sunday Comics Network and 20 independent newspaper supplements throughout the year. Children's audiences will be reached on the "Mickey Mouse Club" and "Adventure Time" via 108 stations on ABC-TV. Spot tv commercials will be aimed at the broader family audience.

For the third year, Kool-Aid will be advertised on Don McNeill's "Breakfast Club" (ABC radio). Radio spots will be scheduled on regional networks in New England, the Southeast, Southwest and Alaska, and on programs addressed to Negro, Puerto Rican and Mexican audiences. Winter sales of Kool-Aid have doubled in the past five years, the company reports. October-November sales in 1958 topped the previous year's figures by 16%. Foote, Cone & Belding is the agency.

New Print Magazine to Bow

Graphic Arts Buyer of Chicagoland, new bi-monthly trade magazine for buyers of printing in the Chicago area, will make its bow in September. It will be published by Richard G. Milford & Associates, 161 E. Grand Ave., Chicago. Circulation will be controlled to more than 6,000 printing buyers in that area, and will be directed to printing planners in agencies, publishing companies and ad departments of large industrial concerns. The one-time rate for a page ad will be $265.

Chicago Ad Art Studios Merge to Form Kling-Bielefeld

CHICAGO, June 30—Two major Chicago art studios have merged their operations to form Kling-Bielefeld Studios. The move unites Kling Studios and Bielefeld Studios, both of which provides advertising art and photographic services.

President and principal stockholder of Kling-Bielefeld Studios is Robert J. Snyder, who became associated with Bielefeld as a stockholder and executive Jan. 1, 1959. He also is president of American Typesetting Corp. Mr. Snyder, who will direct financial administration at the merged studio, said no joint ownership is "involved or contemplated between the typesetting company and art studios."

Robert Snyder

Also not involved in the transaction are any motion picture film operations. Kling sold the motion picture facilities of Kling Film Enterprises to Niles Productions last fall (AA, Oct. 20, '58). The Kling-California Studios were sold by Kling last December to Amco Corp., Los Angeles.

Robert Eirinberg, Kling president, becomes a director and chairman of the new company, and Herbert Bielefeld, president of the Bielefeld operation, becomes secretary.

Morris Segal, Bielefeld vp, is exec vp, and Frank Sobotka, treasurer and a director of American Typesetting, is treasurer of Kling-Bielefeld. Sy Rose and A. A. Kochendorfer, Kling vps, are senior vp and vp, respectively.

Other directors are Mr. Snyder, Mr. Sobotka, Jacob Logan Fox Jr., attorney, and Munroe Milavetz, stockholder and director of layout services of Kling. #

European Travel Commission Names Dowd to Replace Caples

The European Travel Commission, tourist arm of 21 European countries, has appointed Dowd, Redfield & Johnstone, New York, to handle its advertising. The Dowd agency, which plans to merge with Cohen & Aleshire on July 1 to form Cohen, Dowd & Aleshire, succeeds Caples Co., the ETC agency for the past seven and one-half years. ETC bills between $150,000 and $200,000. The public relations program, formerly handled by Caples, has been assigned to Ruder & Finn.

S&H Expands Wieboldt Space

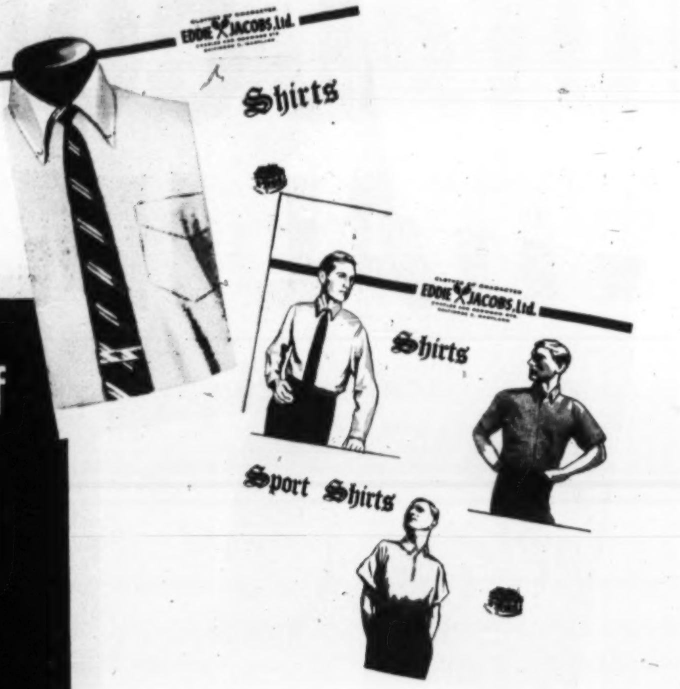
Sperry & Hutchinson Co. is spending $250,000, expanding by roughly three times its redemption centers in the seven Wieboldt department stores in the Chicago area. When completed, the centers will occupy totally 110,000 sq. ft. The move is being made to increase stocks of merchandise and to provide speedier service, according to Herbert R. Newman, S&H's midwestern division vp.

Publication Changes Name

Pacific Mountain States Industrial News, monthly tabloid, has extended its coverage to Texas, Alaska and Hawaii and changed its name to *Pacific-Southwest Industrial News*. The newspaper is published by Trade Publishers, Los Angeles.

Two Join 'Harper's Bazaar'

Dick Hermanson, formerly with *Mademoiselle*, and Stephen Gegus, previously advertising manager of *Charm*, have joined the New York sales staff of *Harper's Bazaar*.



with the use of
COLORED
PAPER
you can get...... TWO-COLOR PRINTING
WITH ONE PRESS RUN!

EDDIE JACOBS, Ltd.
Sport Shirts

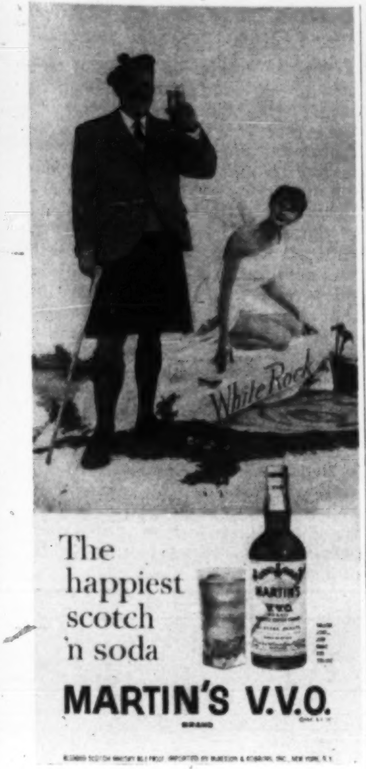
EDDIE JACOBS, LTD., FAMOUS CLOTHIER,
DEMONSTRATES HOW IT'S DONE

By specifying the printing of brown ink on buff colored stock, Eddie Jacobs, Ltd., was able to produce two-color direct mail at little more than one-color cost. Reproduced, in miniature, are 3 of the 7 stuffers used in the mailing.

Colored papers give you an **extra** color and the added cost is negligible — for colored papers cost little more than white papers of comparable quality. Colored inks, too, cost little more than black ink.

Make YOUR next job a "two-color" job by printing with colored ink on one of the many beautiful colors in the Beckett line.

THE BECKETT PAPER COMPANY — BUCKEYE-BECKETT PAPERS — HAMILTON, OHIO



NEW LOOK—*Kenyon & Eckhardt, agency for McKesson & Robbins' Martin's V.V.O. scotch, has given the White Rock girl a new look in this color insertion, scheduled for the July 20 issue of Life. White Rock okayed the combined appearance.*

Pepsi's Market Share Nears 20%, Says Lusterman

NEW YORK, June 30—Americans are guzzling more soft drinks than ever before—and there seems to be no end in sight.

Seymour Lusterman, vp in charge of market research, Pepsi-Cola Co., last week gave a capsule picture of this expanding market in a report to a Pepsi marketing meeting held here.

In 1950, Mr. Lusterman pointed out, the average American downed 158 bottles of soft drinks.

In 1958, per capita consumption rose to 186 bottles.

In 1959, Mr. Lusterman predicted, consumption per person will rise to 193 bottles.

And by 1965, he predicted, consumption will be rolling along at the rate of 240 bottles per person.

▪ Pepsi, of course, has more than kept pace with this growth. Mr. Lusterman noted that in 1950 Pepsi accounted for less than 10% of the cases of soft drinks sold. Today, Pepsi sells nearly one in every five cases.

Other Lusterman-revealed facets of the soft drink industry:

- Cola drinks now account for 64% of all soft drinks sold.
- The second largest flavor type is lemon-lime (a field Pepsi recently entered with Teem), accounting for 12% of the market. Mr. Lusterman reported that Teem is doing well in introductory markets. Boston and Milwaukee were recently entered.
- Of the American food dollar, 2¢ goes for soft drinks.
- Two-thirds of the total soft drink consumption is by adults. #

Westvaco Boosts Lyon

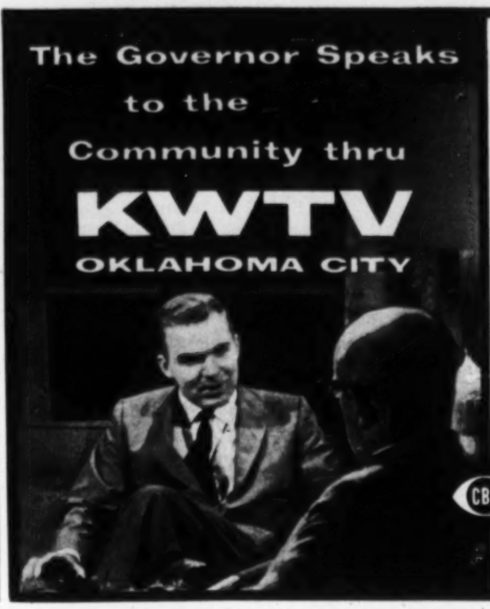
Paul Lyon has been named manager of marketing research of West Virginia Pulp & Paper Co., New York. Mr. Lyon, who has been with the company since 1955, was coordinator of financial analysis.

Kastor, Hilton Names Three

Maggi Carroll, formerly copy group head at Dowd, Redfield & Johnstone (which will merge with Cohen & Aleshire about July 1), has joined the executive copy staff of Kastor, Hilton, Chesley, Clifford & Atherton, New York, as assistant to the copy supervisor for Drug Research Corp. Kastor, Hilton also has named Richard Seclow an account executive and George A. Bailey director of field merchandising, drug accounts. Mr. Seclow formerly was with Lehn & Fink Products Corp. Mr. Bailey joined the agency's drug division late last year.

All Eno Goes to JWT

Harold F. Ritchie Inc., Clifton, N. J., has appointed J. Walter Thompson Co., New York, to handle domestic advertising for Eno Antacid. JWT has been handling international advertising for the brand. Kenyon & Eckhardt is the previous agency for domestic ads.


The Governor Speaks to the Community thru
KWTV
OKLAHOMA CITY

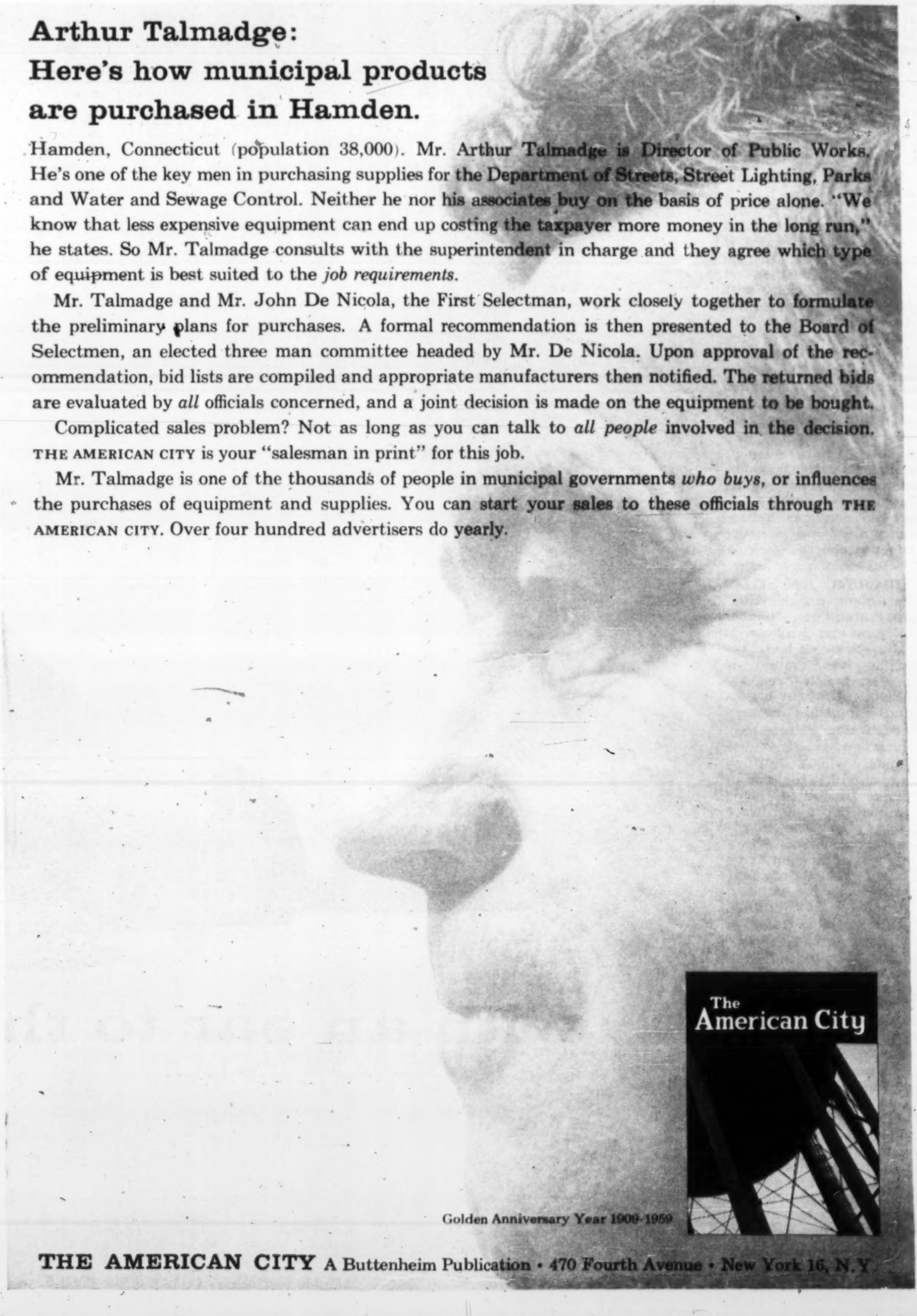
Having a 47-county Oklahoma Community Coverage poses a responsibility to KWTV in the field of public service.

Every other Wednesday, J. Howard Edmondson, Oklahoma's youthful Governor spends a Class A half-hour with KWTV's News Director, Bruce Palmer, in reporting to the KWTV Community. At times, the Governor has asked for letters and telegrams in expression of the people's views on an issue. Literally thousands of replies have opened the eyes of many Oklahoma legislators to the feelings of the people.

Powerful proof of KWTV's 47-county Oklahoma *community* coverage, service and AUDIENCE!

CBS

BUY the TOWER with SALESpower in Oklahoma!
See your PETRYman


Arthur Talmadge:
Here's how municipal products are purchased in Hamden.

Hamden, Connecticut (population 38,000). Mr. Arthur Talmadge is Director of Public Works. He's one of the key men in purchasing supplies for the Department of Streets, Street Lighting, Parks and Water and Sewage Control. Neither he nor his associates buy on the basis of price alone. "We know that less expensive equipment can end up costing the taxpayer more money in the long run," he states. So Mr. Talmadge consults with the superintendent in charge and they agree which type of equipment is best suited to the *job requirements*.

Mr. Talmadge and Mr. John De Nicola, the First Selectman, work closely together to formulate the preliminary plans for purchases. A formal recommendation is then presented to the Board of Selectmen, an elected three man committee headed by Mr. De Nicola. Upon approval of the recommendation, bid lists are compiled and appropriate manufacturers then notified. The returned bids are evaluated by *all* officials concerned, and a joint decision is made on the equipment to be bought.

Complicated sales problem? Not as long as you can talk to *all people* involved in the decision. THE AMERICAN CITY is your "salesman in print" for this job.

Mr. Talmadge is one of the thousands of people in municipal governments *who buys*, or influences the purchases of equipment and supplies. You can start your sales to these officials through THE AMERICAN CITY. Over four hundred advertisers do yearly.

The American City

Golden Anniversary Year 1909-1959

THE AMERICAN CITY A Buttenheim Publication • 470 Fourth Avenue • New York 16, N.Y.

Along the Media Path

"Here's 10 from Battle Creek," announces the label slapped across the top of a Kellogg's 10-pack cereal variety package, sent out to agency execs. The occasion: **WILX-TV's** opening of a studio in downtown Battle Creek (home of Kellogg's), thus giving the station a studio in each of three cities (Lansing, Jackson, Battle Creek) to form the "golden triangle" in Michigan. The package of cereals is with the compliments of the station and Kellogg. "First thing after breakfast, contact Venard, Rintoul & McConnell," the label admonishes.

• The **Chicago Daily News** is currently conducting a four-color bleed campaign in both ADVERTISING AGE and its own pages, using the color plates from *AA* for its r.o.p. run on newsprint. In order to do this, the *News* is making use of the Convertaplate method developed by Jahn & Ollier Engraving Co., Chicago. This is a method developed by the engraver, using the original plates designed for magazine reproduction and converting them to the coarse screen required for newspaper reproduction.

The campaign was launched in April and will run through the rest of 1959.

• A total of 146 department stores from coast-to-coast will enlist in **Seventeen's** 17th semi-annual teen home sewing promotion for this July. The stores, along with 600 smaller stores working through 16 wholesale fabric distributors, will back the *Seventeen* program on an exclusive-in-their-city basis by stocking the fabrics and Simplicity patterns credited in the July issue and promoting the campaign through display, advertising and publicity.

• The **Evening Day**, New London, Conn., will raze two newly-purchased buildings adjoining its main plant and construct a two-story masonry addition. Construction cost is not disclosed.

• **House Beautiful** sent 27,000 "Home Modernization Sales Kits" to builders, architects, lumber dealers, realtors and bankers as part of its June issue on home remodeling. The kits contain 62 separate pieces, weigh over 2½ lbs. each. Eighty different organizations and companies cooperated in the program.

• Approximately 1,000 full-line hardware stores will participate in the **Mechanix Illustrated** home workshop promotion, a hardware merchandising plan. The magazine will supply each store with a custom-designed workbench at no charge. For a period of four weeks, starting in mid-October, participating dealers will display the bench in their stores and windows, using it as the basis for a display of 20 tie-in products. Each dealer will get a kit of in-store display material and the workbench will become the property of the dealer at the conclusion of the four-week program.

• To mark its second anniversary, the **Citizen**, Lima, O., invited all the citizens to spend the day at a Fourth of July picnic. The newspaper provided free food, bathing beauties, water shows, helicopter demonstration, band concerts and a fireworks display along with other events. The paper held a similar festive holiday last Fourth when it marked its first birthday.

• Dick Hanson, editor of **Successful Farming**, will lead 30 American farmers and their wives on a 30-day tour to Russia and six European countries this fall. The tour group is sponsored by the magazine, will study farms, farm equipment, factories, etc.

• The **Pittsburgh Post-Gazette, Radio Station WWSW, Television Station WIIC** and **Herbick & Held Printing Co.** are co-sponsors of "A Pittsburgh Album—1758-1958," marking the bi-centennial of the Smokey City. The book sells for $1.50 with profits from the sale going to the Western Pennsylvania Historical Society.

• **"Woman's Day** Christmas Annual" will go on sale on newsstands for 75¢ on Sept. 17.

• The State University of Iowa and **Esquire** will jointly sponsor a literary symposium on "The Role of the Writer in America" on the university's campus in December. *Esquire* sponsored a similar event with Columbia University last December.

• The **San Francisco Chronicle** held its 11th annual "June Tour" June 17 with 20 eastern agency executives as guests for a five-day tour of the Bay Area market, promoted jointly by the newspaper and **Sawyer-Ferguson-Walker Co.**

• The **Chicago Tribune** paid its formal respects to the opening of the enlarged St. Lawrence seaway on June 21, a Sunday, with a special "Chicago International" supplement.

• A new series of animated spots, carrying the theme "People Are Sold on Television" have been sent to **Television Bureau of Advertising** member stations. Altogether, 13 film spots have now been distributed to TvB member stations as part of the over-all campaign to sell television via television.

• As part of its 75th anniversary presentation, the **St. Petersburg Times** has commissioned five top Florida artists to contribute to the *Times* anniversary editions. The five paintings will appear on the covers of the editions, to be published monthly from July through November.

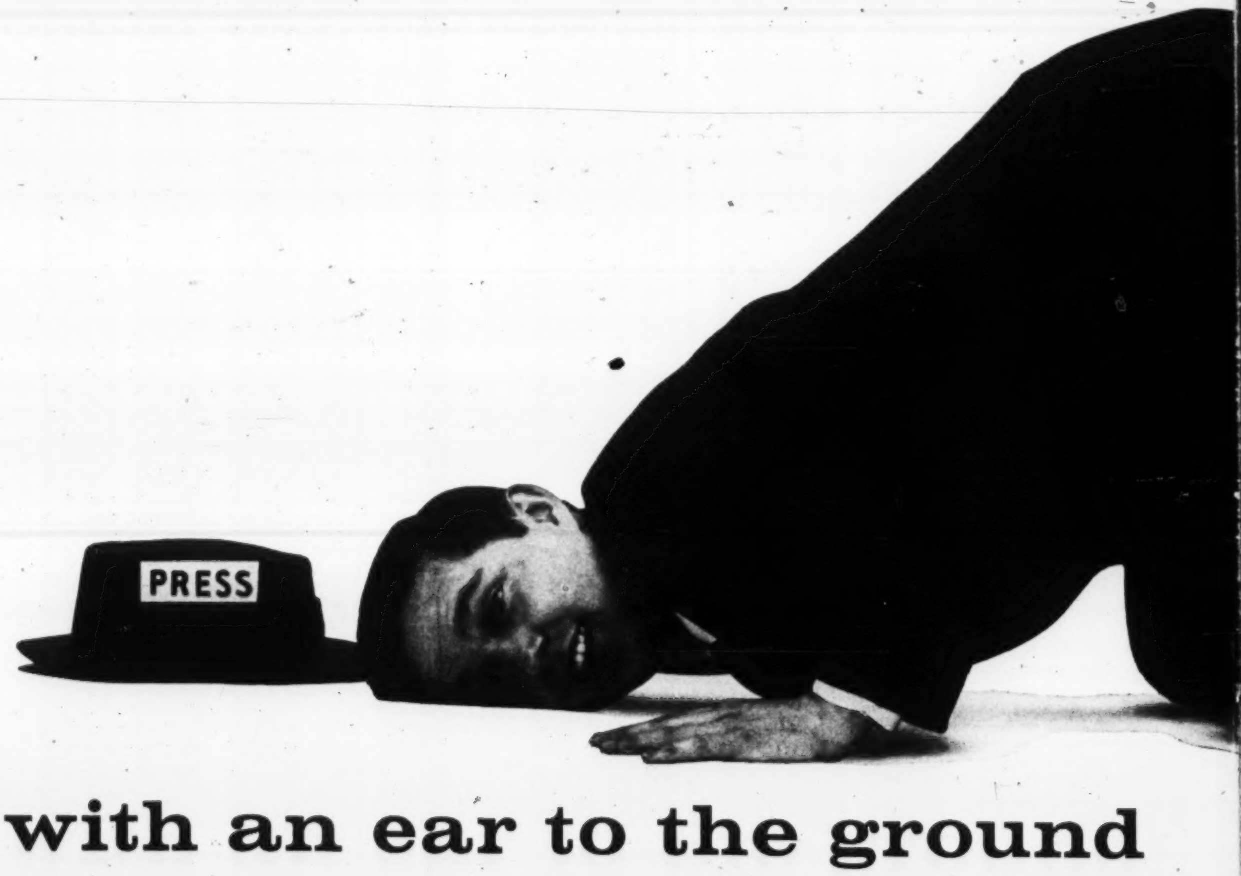
• **Cahners Publishing Co.,** Boston, has introduced a new type of copyrighted reply card in magazine form, called Show Cards. Show Cards are a series of snap-out business reply cards in magazine form, each card featuring a photograph and brief description of individual items introduced at expositions of interest to readers of Cahner magazines: *Metalworking* and *Modern Materials Handling.* Space for Show Cards is sold at the time of a show. The book closes on the last day of the show and is printed and mailed to the magazine's mailing list within two weeks of the close of the show.

• **World Petroleum's** June issue was an 800-page opus timed to coincide with the World Petroleum Congress. It was in two separate volumes. Part 1 was devoted largely to material celebrating the oil industry's centennial, with articles by national and international figures in the industry. Part 2, entitled "Oil in Western Europe," was devoted to a detailed study of the growth of the oil industry in the Common Market area where oil is rapidly supplanting coal as a source of energy. It also included articles by oil and government leaders. Distribution for this single issue was increased 50%, as compared with an ordinary issue.

• **Department of New Laurels:**

Cavalier showed an increase of 23.2 ad pages during the February-August period of this year over the same seven-month period of last year.

Advertising sales of **Air Force-**



with an ear to the ground

Space Digest increased 22% during the first six months of 1959 over the same period of 1958.

Harper-Atlantic Sales, representing *Harper's Magazine* and *The Atlantic,* reports advertising revenues for the two magazines in the first six months of 1959 showed a 44% increase over the corresponding period of last year.

Average monthly circulation of **Coronet** for the first six months of 1959 hit an alltime high of 3,075,000.

The Saturday Evening Post's advertising revenue for the first half of 1959 increased $3,000,000 over the same period of last year.

Newsweek International reports revenue increases of 56.6% for its Pacific edition and 24.5% for its European edition for the first half of 1959 compared to the same period of a year ago.

The 25th anniversary issue of **The Bride's Magazine,** autumn, 1959, carries 191.6 pages of advertising—the biggest autumn issue ever published. #

Jotcham Named Adclub Head

T. D. Jotcham, vp and Montreal manager of Foster Advertising Ltd., has been elected president of the Federation of Canadian Advertising & Sales Clubs and L. G. Harris, Young Men's Advertising and Sales Club of Toronto, was named treasurer. Regional vp's are P. S. Conquer, Ottawa; N. H. Clark, Toronto; Madeleine Rivet, Women's Ad Club of Toronto; George Anderson, Guelph; W. H. Hunter, Windsor, and Jack Sayers, Vancouver. T. Townsend, Ad & Sales Assn., was elected vp of the "younger groups." Kay Donnelly, Women's Advertising Club of Winnipeg, was elected vp representing women's clubs.

SRDS Opens Atlanta Office

Standard Rate & Data Service has opened a southern sales office at 1401 Peachtree St., N.E., Atlanta. In charge is W. F. Pierce, recently named southern ad manager of SRDS publications.

SLEEPING BEAUTY—*This four-ton cover girl is reclining on a Serta Perfect Sleeper mattress. The occasion is the appearance of Cristiani Bros. Circus in Philadelphia, and in the background the ringmaster is intoning this commercial to the spellbound circus goers: "Imagine! A mattress so good it will support a four-ton elephant! And folks—you can get this luxury mattress at any of the 19 Stern's stores with no money down—30 nights free trial!"*

Case Pork Roll Names Korn

Case Pork Roll Co., Trenton, N. J., has appointed J. M. Korn & Co., Philadelphia, to handle the advertising and marketing of Case and Cloverdell pork rolls.

Magazine to Cover Earthlings Aiding Space Travelers

WASHINGTON, June 30—A new magazine entry in the space field is due to appear in August with the appearance of *Ground Support Equipment,* a controlled circulation publication which proposes to deal with industries behind the "space vehicle" itself.

Blasting off as a bi-monthy, the new publication is owned by Sheffield Publishing Co. here. Its publisher and editor is Erik Bergaust, formerly executive editor of *Missiles & Rockets.* Douglas H. Boynton, advertising director, was formerly with *Missiles & Rockets* in Cleveland. Advertising offices are in the Hanna Bldg. in Cleveland.

■ The initial prospectus calls for controlled circulation of 16,000 including 11,000 in manufacturing and 5,000 in government. The publishers estimate that the ground support industries they propose to cover receive about half of the more than $8 billion which will be spent for missiles and space programs this year. The categories specified in their plan include: Transport and launching equipment; range and base instrumentation; range and base construction; check-out-test and materials handling equipment; and research and development. #

Railroad Book Raises Rates

The Pocket List of Railroad Officials, New York, will increase its advertising rates effective with the fourth quarter (October) issue for new advertisers, and the first quarter (January, 1960) issue for current advertisers. The new b&w page rate is $130 per page for each of four issues, compared with the current rate of $110 per page.

Bobbs Merrill Sets Budget

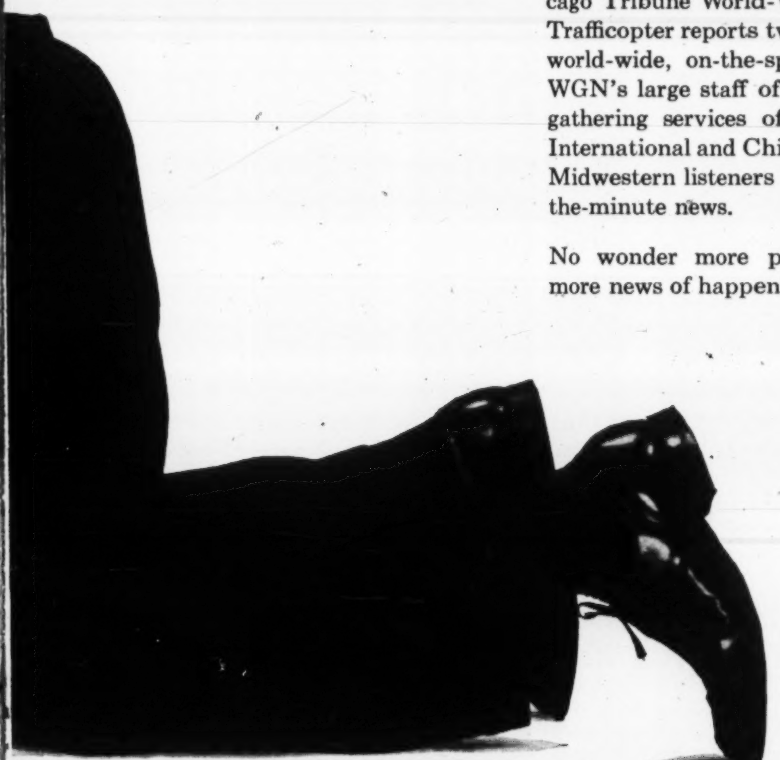
Bobbs Merrill Co., Indianapolis and New York, will invest $250,000 in advertising to promote its fall book list. Plans include display ads in newspapers and magazines, cooperative ads and special direct mail campaigns. The company's agencies are Denhard & Stewart, New York, and George Brodsky Advertising, Chicago.

AANR Unit Names Bradley

Henry Bradley, of Hearst Advertising Service, has been elected president of the Philadelphia chapter of the American Assn. of Newspaper Representatives. Other new officers are Richard Splittorf, Sawyer-Ferguson-Walker Co., 1st vp; and William A. Wright, George A. McDevitt Co., secretary-treasurer.

Teplitz Moves to New Offices

Henry H. Teplitz Advertising Agency has moved to larger quarters in the Carbide & Carbon Bldg., Chicago.



What's happening in Africa? Europe? What about that movie star's romance in Spain? WGN-Radio listeners now know *more* because of WGN's extensive news coverage!

Yes, WGN-Radio's comprehensive, around-the-clock, news coverage is one more important reason why more people listen to WGN—because WGN's news gathering facilities are unmatched by any other Chicago station.

Exclusive only to WGN-Radio in Chicago are the Chicago Tribune World-Wide Press Service, WGN Police-Trafficopter reports twelve times daily, and Radio Press world-wide, on-the-spot news coverage. In addition, WGN's large staff of writers and editors use the news gathering services of Associated Press, United Press International and Chicago City News Bureau to provide Midwestern listeners with the finest programs of up-to-the-minute news.

No wonder more people listen to WGN-Radio for more news of happenings around the world!

WGN-RADIO
THE GREATEST SOUND IN RADIO
441 North Michigan Avenue • Chicago 11, Illinois

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

'Farm Journal' Says Regional Editions Are Profitable

PHILADELPHIA, June 30—The increasing interest that advertisers and magazine publishers are showing in regional editions of magazines focuses attention on the experience of those publications already offering such editions.

One of these is *Farm Journal*, which began accepting limited regional advertising as far back as 1953 and has steadily been expanding this business.

"Regional advertising has made it possible for us to serve a steadily increasing number of advertisers," says Richard J. Babcock, president and chief executive officer of Farm Journal Inc. "It has given many advertisers with less than national distribution the opportunity to put the power and prestige of a national magazine to work for them on a practical and economical basis.

"National advertisers have found our regional flexibility equally as valuable as our editors have found it. Some offer different products in different regions. Some, whose brand names vary from section to section, find the opportunity to change copy by regions especially useful. And some combine regionalization with alternate-copy split runs for testing as many as eight ads in a single month's issue."

■ *Farm Journal's* regional editions, after three full years, continue to show gains.

The first six issues published in 1959 indicate increases. The central edition has carried 67,552 lines of regional advertising, a 25.7% gain over last year's nearly 100% increase.

The southern edition is up 62.8% for the first six issues of this year.

The eastern edition is up 47.2% this year, and the western edition is up 30.6%.

For each edition, ADVERTISING AGE was told, the total linage published so far this year, plus lines on order for the rest of the year, aggregate more than the total linage published for the whole year of 1958.

■ *Farm Journal* introduced regional editions in 1952, initially for editorial changes only. When regional advertising was made available a year later, it was offered only in the western edition, or in combination of the central-east and southern editions. It was described as "national-less-West."

In 1956, the central-east edition was split into two editions, each serving 12 states, and advertisers were offered the opportunity to use each of four editions separately, or in combination. When all four editions were first offered that year, the western edition was the largest. It carried 63,273 lines of regional copy.

■ Mr. Babcock, noting that some advertisers and agencies are still skeptical about regional advertising because they feel it might lead to deterioration of the medium, added that *Farm Journal's* experience does not justify those fears.

"Our national advertisers have not shortened up," he told AA. "They have not lost interest in national coverage. Our regional advertising linage, rather, has come almost exclusively from advertisers with less-than-national operations which we could not serve before." #

BBDO Names 3, Elects 8 VPs

Batten, Barton, Durstine & Osborn, New York, has appointed Mrs. Jane Field a group head in the tv-radio copy department, Suren Ermoyan a creative visual supervisor in the art department and James B. Simpson an account supervisor in the pr department. Mrs. Field formerly was with Compton Advertising; Mr. Ermoyan was a senior vp at Lennen & Newell, and Mr. Simpson was pr director of Ellington & Co. BBDO also has elected eight vps. They are Martin F. Conroy, creative director, Boston; John R. Kelly, copy group head, San Francisco; Allen R. McGinnis, copy chief, Los Angeles, and five from New York; Lawrence Berger, tv art department head; John F. Bergin and Ralph C. Rewcastle, copy group heads; Bernard Haber, tv film commercial production head, and George Sanders, art supervisor.

Elliott to Wausau Ad Post

Charles T. Elliott, formerly with Crystal Tissue Co. and with Kimberly-Clark Corp., Neenah, Wis., has joined Wausau Paper Mills Co., Brokaw, Wis., as advertising and sales promotion manager, a new post. His duties involve setting up and directing an advertising department for the company.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 56.

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

BACON'S
CLIPPING
BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

Another report from the medium that's adding a new dimension to marketing

What's your estimate of this advertisement?

Factors that might produce a big response:

- New product, all-new Glo-Coat floor wax, won't scuff, spot, stain
- Famous maker: Johnson's Wax
- Advertisement, a four-page gatefold, was exposed to world's largest magazine audience

Factors that might limit the response:

- Relatively high price of product compared to soap, cereals, etc.
- Not purchased frequently; many housewives would have ample supply
- Product never sold before through magazine coupon; readers not accustomed to such offers for waxes

No major maker of wax, including Johnson, had ever run an advertisement with a store redemption coupon in Reader's Digest. So it was anybody's guess how many sales might result.

If the product had been a low-cost, frequently purchased item, like bread or soap, a big response might be expected. Dove bath and toilet soap and Kellogg's Corn Flakes, for example, had spectacular results from similar promotions in Reader's Digest. But floor wax is purchased infrequently. Many housewives would have plenty on hand. And Glo-Coat prices are 59¢ and up.

The first step was to show stores how the Digest promotion could mean extra sales and profits. The Digest, like Glo-Coat, is a good-profit item in retail outlets. More than 9,500 supermarkets display and sell the Digest at their checkout counters. The chains include A&P, Safeway, Kroger, National Tea, Grand Union, Food Fair.

What happened

The advertisement appeared in the October, 1958, issue of the Digest. Over the months, the coupons kept coming in, slowly at first, then in greater volume. The biggest month was January, four months after the magazine had gone on sale, when 60,000 coupons were returned to Racine. By the end of April, the total had reached upwards of 300,000 and coupons were still coming in.

As for sales, Johnson officials estimate that five to six times as much Glo-Coat was sold at full price, without coupons, as was sold on the coupon deal. This result, they believe, was due to the strong interest created by the Digest promotion.

Total sales, then, from the one advertisement, were 1,800,000 to 2,100,000 cans of Glo-Coat—at 59¢ a pint, 98¢ a quart or $1.79 a half-gallon.

Four reasons why

Johnson marketing men give four main reasons for the success of the promotion:

1. ***Strong product advantages.***
2. ***Unmatched size of Digest audience***—far greater than that of any other magazine in the world.
3. ***High quality of Digest audience:*** people who have the money and the desire to keep their homes attractive.
4. ***Exceptional appeal of the Digest to grocery store buyers.***

This Johnson example shows once more that estimates of what can be expected from other magazine or TV audiences do not apply to Reader's Digest. The Digest has so much marketing power that it constantly breaks through estimates of "normal" response. Or, to put it differently, The Digest's huge, loyal audience reacts *far more strongly* than audiences of other mass media.

In Reader's Digest, you reach the best part of America—intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically and effectively.

K&E Names Four to Art Staff

Kenyon & Eckhardt, New York, has promoted Warren K. Perryman from an art director to an associate art supervisor. K&E also has named Jack Wallach an art director, Richard Elliot, assistant studio manager and Maurice Douek a lettering man. Mr. Wallach formerly was with McCann-Erickson; Mr. Elliot previously was a partner and art director of Elliot & Nagle Associates; Mr. Douek was with Lane-Bender. K&E also has promoted William D. Gargen Jr. from a commercial producer to a tv production supervisor.

Southwest Research Opens

Paul Regusis has established Southwest Research Service at 2335 Don Luis Road, S. W., Albuquerque, N. M., to supply publishers, advertisers and agencies with data on historical research, old prints, photographs, artifacts, translations and relics in the southwestern part of the U. S.

TV Ads Can Communicate Effectively Only as Art Form, Schnitzer Tells Aspen Group

ASPEN, COLO., June 30—Tv filmed commercials will mature as a vital means of communication only if they are treated as an art form, Jerry Schnitzer, exec vp of Robert Lawrence Productions, told the International Design Conference here last week.

"Admittedly, it sounds like a preposterous notion: Arty commercials," he said. "Yet few people here will dispute the pretensions of other advertising forms to artistic consideration. If we are willing to acknowledge that the design of magazine and newspaper advertising can reach the heights, why not admit a similar potential for the filmed commercial?"

One requisite, he asserted, is that the 60-second film must tell a story and must tell it with dynamic movement. He added: "Emulating still photography, television has often failed; witness those commercials whose only action takes place between the nose and the chin of the announcer. It is the plasticity of the film medium, its flowing canvas of action that distinguishes it from other art forms. Some commercial people have overlearned this rule and have gone to the other extreme, frenetically jockeying the camera about like a garden hose. Such laborious camerawork disregards the other variable of action, the scene itself."

■ "In the area of the visual, commercials have sinned the most," he said. "Here, more than elsewhere, the inspiration has come from radio rather than film. If commercials are to utilize the film form to its utmost, they must communicate non-verbally, they must speak through pictures rather than an intrusive third party, they must pictorialize their themes and shrug off their dependency on inert sound." #

Pepperell Mfg. Names James Donahue Ad Manager

Pepperell Mfg. Co., Boston, maker of sheets and fabrics, has appointed James J. Donahue advertising manager, succeeding Charles D. Bell, who has joined Badger, Browning & Parcher (AA, June 22). Mr. Donahue formerly was director of the textile and home furnishings division of J. M. Mathes Inc.

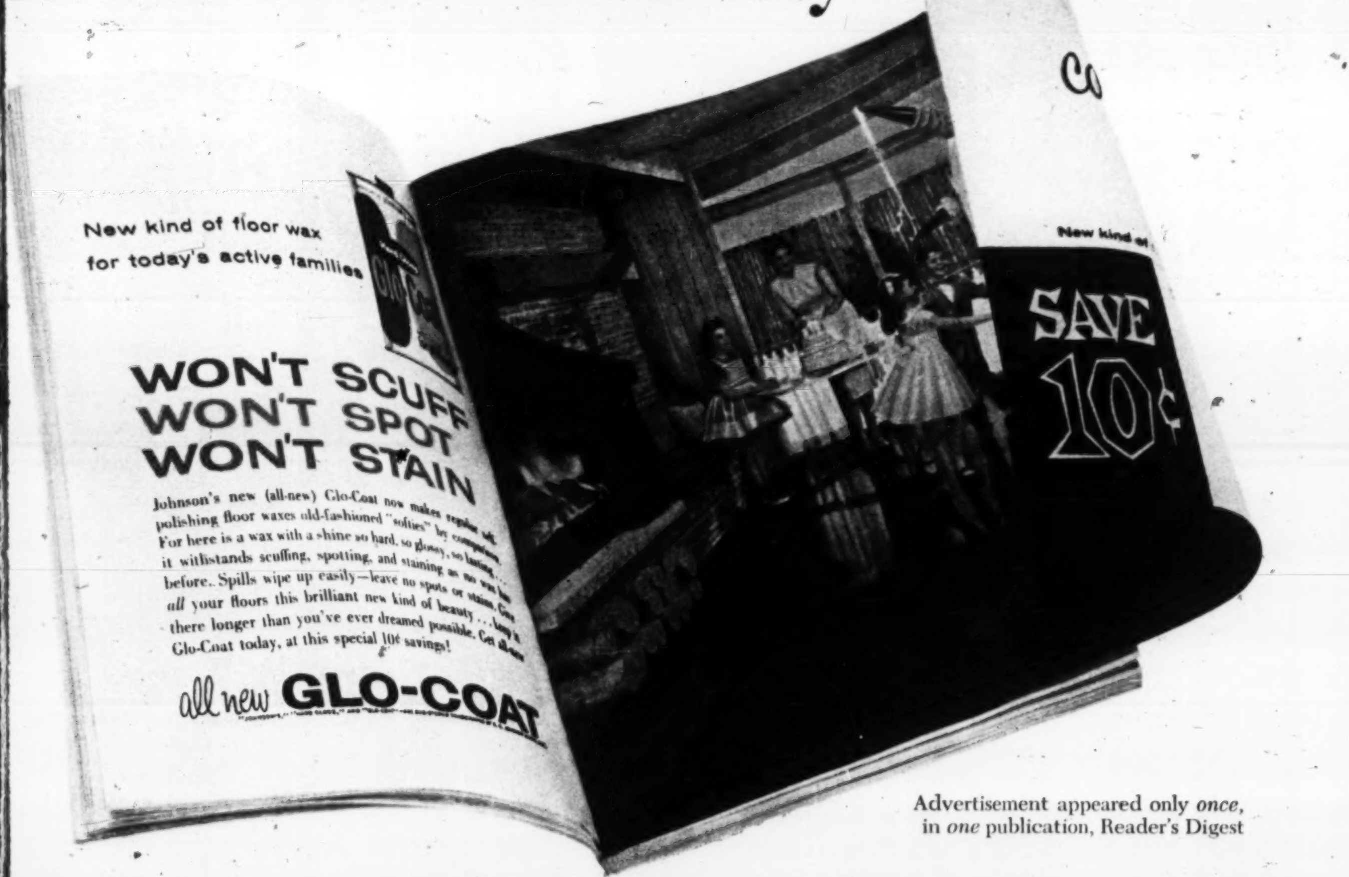
James J. Donahue

Allyn B. McIntire will continue as Pepperell vp in charge of advertising until the end of this year, when he will retire.

Glendon Joins Robert Otto

Thomas V. Glendon, formerly with Adams & Keyes, has joined Robert Otto & Co., New York, as English copy chief. Ernest Schwehr, a member of the Spanish copy department, has been named Spanish copy chief. Olga Larrimore, formerly with Erwin Wasey, Ruthrauff & Ryan, has joined the Spanish copy department.

the sales made by


New kind of floor wax for today's active families
WON'T SCUFF WON'T SPOT WON'T STAIN
all new GLO-COAT
SAVE 10¢

Advertisement appeared only *once*, in *one* publication, Reader's Digest

Quick facts for busy executives

Reader's Digest offers advertisers all these exclusive advantages:

1 ***The largest established audience that can be bought anywhere.*** It is larger than any other magazine, weekly, fortnightly or monthly; larger than any newspaper or supplement; larger than the average nighttime network television program.

2 ***The largest quality audience that can be found.*** The Digest has more readers in every income or educational group than any other magazine. And the higher the income group, the greater the Digest's share of the reading audience.

3 ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, no cigarettes or tobacco, no patent medicines—and for any product, it accepts only advertising that meets the highest standards of reliability.

4 ***Belief in what the magazine publishes.*** People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S. Over 11,750,000 copies bought monthly

Reader's Digest
July 1959

COVER THE

MUNICIPAL MARKET
MAYOR MANAGER
LAW AND ORDER

MAYOR and MANAGER covers the 7,683 (BPA) men who do the buying and planning for more than 6,000 U. S. communities with populations 1,200 or over. Show them how your product or service can help them do a better job and you've made a sale in the giant $35 billion municipal market.

LAW and ORDER covers the 7,415 (BPA) police executives who buy $2½ billion worth of police equipment and supplies. An average total circulation of 12,834 (BPA) makes it the most widely read police publication! Cover this vital group at less than 1½¢ per contact.

BPA

MAYOR and MANAGER
LAW and ORDER
72 W. 45th St. • New York 36, N. Y. • MU 2-6606

henderson
ADVERTISING AGENCY INC.

This is the new Henderson building at 55 South Pleasantburg Drive, Greenville, South Carolina. The Henderson Advertising Agency services 18 accounts and their volume places it in the top 5% of the nation's advertising agencies.

Charles Potter Jr., ARCHITECT / Potter-Shackelford Construction Co., BUILDER

New Henderson Headquarters

to serve advertisers seeking growth in national and regional markets

Now you'll find the newest, most modern and complete advertising facilities at the Henderson Advertising Agency.

From its Test Kitchen to its Television Theatre, Henderson has made provision for every service and facility today's advertiser may require of a modern, fully departmentalized advertising agency. The architects have further provided in the basic design ample room for continued growth.

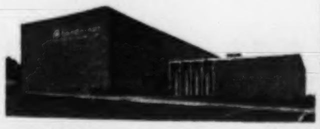
Here, you will meet professionals in the creative, marketing, management, merchandising, public relations and research fields. From all over America, they have come—men and women drawn from among advertising's best, ablest, most experienced people.

If you are a national or regional advertiser, you will find Henderson an up-to-date advertising agency with all the complete services necessary for steady, consistent sales growth of your Product or Service.

For full information write or phone us.

henderson
ADVERTISING AGENCY, INC.
55 south pleasantburg drive (by-pass 291), greenville, s.c. / cedar 2-7611

CLIENTS: Acme Cloth Reel Co. • Barbecue King Sales, Inc. • Carolina Manufacturing Company • Century Concrete Co.
Paul H. Chapman Co. • Alester G. Furman Co. • General Baking Co. • Giant Portland Cement Co. • Greenwood Packing Plant
Jack Rabbit Co. • Miles Laboratories, Inc. • Miller Outdoor Advertising Products, Inc. • Norris Manufacturing Co. • Orders Mattress Co.
South Carolina State Development Board • Surety Insurance Companies • Texize Chemicals, Inc. • Winn-Dixie Stores, Inc.



HENDERSON
offers national and regional advertisers:

A MODERN RESEARCH DEPARTMENT
Marketing, and media analysis, psychological and motivational studies, product tests, package design, new product research, consumer surveys, brand-comparison studies, copy research, readership and audience studies, regional budget analysis, trade and sales surveys, etc.

A COMPLETE MEDIA DEPARTMENT
Selection, evaluation, scheduling of all media. Newspapers, magazines, TV-radio, billboard, business papers, and supplements. Appraising and negotiating purchase of best buys within each medium; checking insertions, supervising monitoring, arranging "make-goods," maintaining up-to-date analytical files of all media.

PUBLIC RELATIONS
Independent affiliate of the agency serving business and industry in customer, trade, financial and employee relations through public relations programs in all media; initiating, directing and evaluating public opinion studies; managing press conferences; creating and releasing publicity via all channels.

MERCHANDISING
An unusually broad service covering all phases of merchandising—including all basics such as sampling, couponing, mass displays, point-of-purchase displays, display contests, inter-store tie-ins, premiums, related sales promotions, seasonal promotions, related product promotions, co-op advertising operations, etc.

CREATIVE
Preparation of advertising in all forms by a staff of creative specialists in each field including TV, print, trade, direct mail and sales promotion.

TV/RADIO
Managing and directing the productions of live and film TV commercials and programs and live and tape radio. Distributing and checking creative broadcast material to stations; estimating costs, casting, all "shooting" and recording, supervising, arranging interlock reviews; maintaining current files of supply-services all over the world and data of newest developments in the field.

ART
A total creative design service by a group of specialists in print, TV, package design, brochures, etc. in addition to supervising and directing purchase of typography, art and photography, selection and supervision of artists and photographers.

PRINT PRODUCTION
Supervisory, quality control service in the planning, preparation and pricing of all print work, including engravings and typography for black and white, four-color, silk-screen, offset, rotogravure; maintains nation-wide source-of-supply files on all new developments in the field.

ACCOUNTING
Audits all invoices to check accuracy before passing to client and keeps all client/agency accounting matters fully current, checks final costs against estimates while maintaining break-down costs in each bracket of advertising expenditures. Abides by rules and regulations of the American Association of Advertising Agencies.

33 BRANCH OFFICES
in U. S. and Canada through affiliation in NAAN

Fox Whelan Spitzner Heath Litvak

BRAND NAME WINNERS—*Philadelphia Brand Name Retailers of the Year are cited by the Poor Richard Club at a luncheon in their honor. They are Robert Fox, Fox-Bilt Homes; Joseph Whelan, Gerhard's Inc.; J. Russell Heath, Heath & Allen, Atlantic Refining Co. dealer, and Bernard Litvak, executive head of Lit Bros. Presenting the awards was Clyde Spitzner, president, Poor Richard Club, and commercial manager, WFIL.*

'L. A. Times' Shuffles Admen; Promotes Popham

The *Los Angeles Times* has reorganized its display advertising department to separate the sales and administrative functions. Glen Peters, formerly zone sections supervisor, is now retail ad sales manager; John Gall, formerly a salesman, has been named administrative assistant for retail advertising; Edwin Nancrede, formerly assistant manager of general advertising, has been made sales manager of general advertising; Donald Maldonado, formerly a salesman, has been named administrative assistant for general advertising.

Meanwhile, John Popham, formerly independents division manager of the *Times*, has been named circulation manager succeeding Raymond F. Marx, who is now circulation consultant.

Legion Ad Post Elects

Kenneth R. Peterson, Scheerer & Co., has been elected commander of American Legion Chicago Post 170, succeeding Don Smith, Dale McCutcheon & Co. Elected vice-commanders were Ralph W. Mockenhaupt, George A. McDevitt Co.; Richard A. Bates, O'Mara & Ormsbee, and Irving D. Auspitz, Edward H. Weiss & Co. William E. Sandford, *Chicago Sun-Times*, was elected adjutant.

CRITICAL READERS
LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York Chicago San Francisco

Coming Conventions

*Indicates first listing in this column.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

*Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

Warner & Swasey Revamps

Warner & Swasey Co., Cleveland manufacturer of machine tools, earth-moving equipment and textile machinery, has set up a new marketing services department which will coordinate all marketing activities not directly connected with field selling. Heading the department as director of marketing services is Baxter Fullerton, formerly assistant to the vp in charge of sales.

Gallagher, Boyd Join Swink

Joseph Gallagher, formerly copy chief of Rossi Advertising, Detroit, and Ernest Boyd, formerly associate professor at Southern Illinois University, have joined Howard Swink Advertising, Marion, O., as copywriters.

DO BEE
DON'T BEE
LOOK N SEE

The three top-rated personalities in New Orleans are on...

WWL-TV
Channel 4

MORGUS the Magnificent
on House of Shock

Check the ratings, any ratings, and you'll see that Morgus and the House of Shock rate tops on Saturday night TV in New Orleans. This is the man whose fans have tied up an entire telephone exchange "just to talk with Morgus." The Senior Class at Tulane University School of Medicine has awarded Morgus an "honorary degree" in medicine—and he's being boosted as a candidate for Governor of Louisiana!

MISS GINNY
with Romper Room

Miss Ginny has proven that it *is* possible to build a big morning audience. On Romper Room she presents games, films, storybook time—entertainment that makes kids 6 to 60 come back for more all week long.

UNCLE HENRY
with Popeye & Pals

Weekdays at 5:15 kids all over town flock to tune in the Pied Piper of New Orleans—Uncle Henry Dupre. They love this genial entertainer, whose television and radio career in New Orleans spans 27 years.

Represented nationally by the Katz Agency

WWL-TV Channel 4
NEW ORLEANS

Chesebrough Decentralizes

The international division of Chesebrough-Pond's has shifted advertising control for its markets in Chile, Uruguay, Paraguay and Brazil from New York to Buenos Aires. The company said this is in line with a new policy of decentralization. Juan Carlos Bernsau, advertising and merchandising manager of Pond's Argentina, has been assigned responsibility for marketing operations in these areas.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's
Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)

NEWSPAPERS • MAGAZINES • TRADE PAPERS

Mallory Sets 'Esquire' Insert to Push Fall Hats

PHILADELPHIA, June 30—Spearheading the fall campaign for Mallory hats is an insert in the October issue of *Esquire*, consisting of 10 consecutive horizontal half pages.

The first and last half-page units of the ad will use halves of the magazine's regular pages; the inside will bear insert, right full-color half pages printed on heavy stock, with double gatefold, showing 24 hats.

Mallory also will run ads in *Gentlemen's Quarterly*. The trade schedule includes a spread announcing the program in *Daily News Record*, plus follow-up ads in the same publication and in *Men's Wear*. Direct mail also will be used.

Arndt, Preston, Chapin, Lamb & Keen is the agency. #

Whitney Names Atkin

William W. Atkin, formerly with Reinhold Publishing Corp., has been named editor-sales manager of a new division of Whitney Publications, New York. The division will work on expansion of publication of Whitney Library of Design Books.

Burg Fielden Hume Chamberlin

SURVEYORS—*The roster of 25 agency members of the Greater Miami Assn. of Advertising Agencies is surveyed here by the new officers of the association: W. Arthur Fielden, Bishopric/Green/Fielden, president; David Hume, Hume-Smith-Mickelberry, vp; Julian Burg, Burg Advertising, treasurer, and George Chamberlin, Henry Quendnau Inc., secretary.*

Viewing in Color TV Homes Higher Than in B&W: Study

NEW YORK, June 30—What can a sponsor who pays the extra cost necessary to colorcast his shows expect to get in the way of pluses?

A great deal, judging from the results of a five-city audience study made for NBC, color tv's biggest booster, by Trendex. A sample of 8,000 people were interviewed by phone in Boston, Omaha, Chicago, Milwaukee and Philadelphia. Half of the people queried were from color tv homes and half from b&w tv homes.

The study was confined to four regular color shows—Steve Allen, Dinah Shore, Perry Como and the "Arthur Murray Party." Ratings, sets-in-use and viewers-per-set comparisons were made for the color and the b&w homes. #

Book Publisher Buys Time on McNeill's 'Breakfast Club'

Grosset & Dunlap, New York, will inaugurate a national children's book sales campaign on Don McNeill's "Breakfast Club" (ABC Radio) on Oct. 10. The 13-week promotion will include two minute participations weekly. This will represent one of the first times that a book publisher will use national radio on a continuous schedule to advertise books sold through retail stores.

The book publisher plans to back up its radio advertising with a variety of point of sale material showing Don McNeill recommending Grosset & Dunlap books. Mr. McNeill and his staff will kick off the promotion in September with a 15-minute closed circuit broadcast to book sellers.

Eureka Realigns Sales Force

Eureka Specialty Printing Co., Scranton, Pa., in a realignment of its sales organization, has appointed A. R. Jeffrey Jr., formerly ad manager, to ad and sales promotion director with responsibilities for the ad, merchandising, sales promotion and pr activities. Meanwhile, J. W. Davison, Eureka's art director, has been given added responsibilities in the company's decorative line. A. J. Krause, assistant to the general sales manager, will supervise the divisions headed by Mr. Davison and Mr. Jeffrey.

Peterson to Son De Regger

Thomas Peterson has been named president of the Son De Regger Advertising Agency, Des Moines. Mr. Peterson formerly owned the Peterson Advertising Agency, Fort Dodge, Ia., and was associated with L. W. Ramsey Advertising, in Davenport and Chicago. Also, in line with the reorganization of the agency, Les Son De Regger was named chairman of the board of Son De Regger.

WCAU WILL NET YOU MORE FISHERMEN...

Because more different families listen daily and weekly to WCAU than to any other station in Philadelphia.* Look what we have for bait: 18 of the most persuasive personalities anywhere in radio. Whether you sell fishing tackle, clothes, beer, cigarettes or gas, WCAU reels in your customers. It figures: wherever Philadelphians go, more of them take WCAU along. Want to lure customers all the way from the Poconos to Delaware Bay this summer? Use the power line . . . WCAU Radio.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

in Bridge...
It's Goren

in TV and Radio . . .

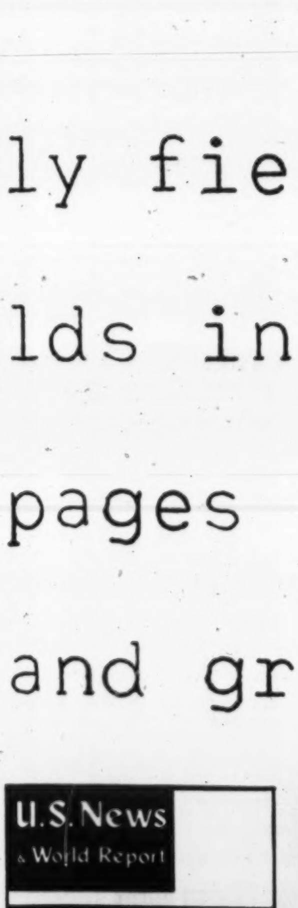
IT'S BROADCASTING YEARBOOK!

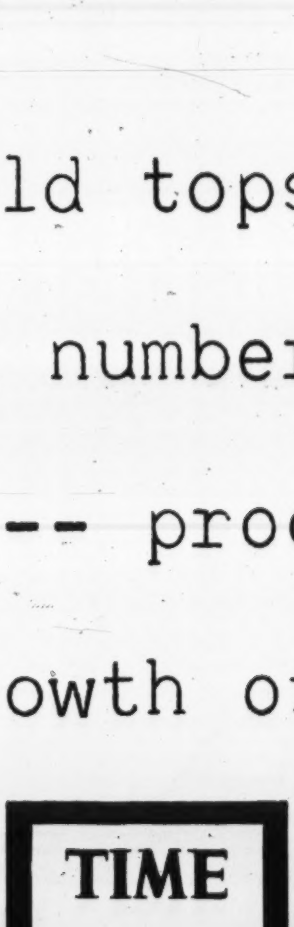
Around millions and millions of card tables, the "we's" and the "they's" play their bridge hands according to Goren, that ace authority on the strategy of bidding what you can make and making what you've bid. Similarly, around the conference tables of broadcast advertising, the authority is **BROADCASTING YEARBOOK,** ace source of strategic information on television and radio. Each year, this comprehensive reference volume is the working partner of the broadcast media's top people. They demand accurate facts, figures, analyses such as only **BROADCASTING YEARBOOK** can give them. To lay **your** cards on their conference tables, be sure they see your advertising in these information-packed pages. It's opportunity—in spades—to reach over 16,000 subscribers. Publication date: August. Deadline for proofs: July 1. Final closing: July 15. Still time to play your hand—**BUT HURRY!**

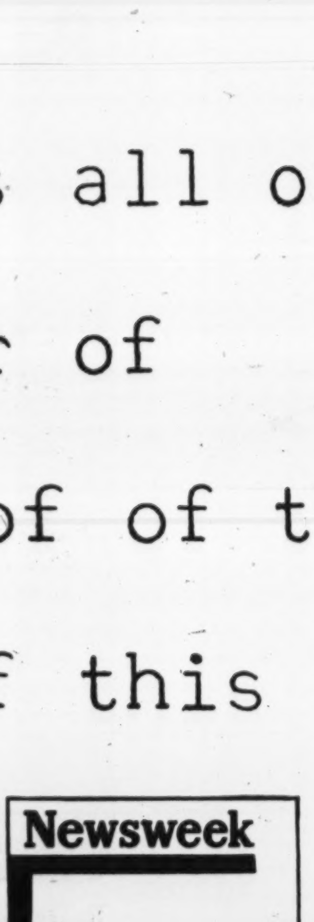
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

MORE PAGES

The newsweekly field tops all other magazine fields in number of advertising pages -- proof of the performance and growth of this great trio--


U.S. News
& World Report





AND...

SHERATON
HOTEL RESERVATIONS
Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700
CHICAGO—WHitehall 4-4100
DETROIT—WOodward 1-8000
LOS ANGELES—DUnkirk 2-7171
SAN FRANCISCO—EXbrook 2-8600
PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.

SHERATON HOTELS

EAST
NEW YORK
BOSTON
WASHINGTON
PITTSBURGH
BALTIMORE
PHILADELPHIA
PROVIDENCE
ATLANTIC CITY
SPRINGFIELD, Mass.
ALBANY
ROCHESTER
BUFFALO
SYRACUSE
BINGHAMTON, N.Y. (Opens early 1959)

MIDWEST
CHICAGO
DETROIT
CLEVELAND
CINCINNATI
ST. LOUIS
OMAHA
AKRON
INDIANAPOLIS
FRENCH LICK, Ind.
RAPID CITY, S. D.
SIOUX CITY, Iowa
SIOUX FALLS, S. D.
CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE
DALLAS (Opens early 1959)
AUSTIN
MOBILE, Ala.

WEST COAST
SAN FRANCISCO
LOS ANGELES
PASADENA
PORTLAND, Oregon (Opens fall 1959)

CANADA
MONTREAL
TORONTO
NIAGARA FALLS, Ont.
HAMILTON, Ont.

'Wichita Eagle' Agrees to End Combined Rates

(Continued from Page 2)

Acting Assistant Attorney General Robert A. Bicks said the case is part of a continuing effort by the government to eliminate the forced combination rate system. He observed, however, that newspapers generally have already stopped using it.

The government's crusade against the combination rate got off to a disastrous start when the Supreme Court dismissed anti-trust charges which had been filed against the *New Orleans Times-Picayune* in 1950. Subsequently, however, the court refused to review the conviction of the *Kansas City Star* in a criminal anti-trust case involving combination rates, and in November, 1957, the anti-trust division successfully negotiated a consent settlement requiring the *Star* to eliminate forced combination rates and to dispose of its radio-tv properties.

Mr. Bicks explained that the Justice Department feels that the forced combination rate becomes a potent weapon which can be used by a morning-evening newspaper to eliminate competition by a newspaper published only in the morning or evening.

▪ The Wichita case reportedly originated when the *Wichita Beacon* complained that it was at a serious competitive disadvantage as a result of the forced combination rate for the *Eagle* papers.

When anti-trust attorneys advised in February that the forced combination appeared to violate the Sherman and Clayton Acts, the *Eagle* indicated a willingness to cooperate.

The consent decree is to run for 12 years. After two years, however, the *Eagle* may return to court if it wishes, to propose a unit rate for home delivery of its various newspapers.

▪ The judgment, which was filed at the federal district court in Wichita, also enjoins various other practices, such as coercing advertisers to purchase more advertising than they desire, refusing to sell advertising in the morning newspaper until the advertiser refrains from using other advertising media, and similar activities.

The settlement does not disturb the *Eagle's* 49.8% interest in its radio station, KFH.

▪ M. M. Levand, president of the *Wichita Beacon*, made the following comment to ADVERTISING AGE about the ruling:

"The action taken by the U. S. Justice Department against the *Wichita Eagle* in the filing of a consent decree forbidding the forced sale of advertising and subscriptions is a welcome and overdue freedom for the people of Wichita.

"Any monopolistic practice is dangerous and detrimental to the people subjected to it. This is particularly true in the field of communication."

COMPLIED FREELY, SAYS PUBLISHER MURDOCK

WICHITA, June 30—The publisher of the *Wichita Eagle*, Marcellus M. Murdock, said in part:

"The consent decree merely confirms basically advertising and circulation sales practices which have been in operation for the past several months and which have been approved by attorneys for the anti-trust division.

"[In] February, 1959, attorneys for the Department of Justice advised counsel for the *Eagle* that they believed that some circulation and advertising policies employed by the *Eagle* were in their opinion in conflict with provisions of the Sherman and Clayton Anti-Trust Acts. On March 9, 1959, the *Eagle* voluntarily changed the policies in question at that time to conform with the thinking of the anti-trust attorneys.

"The city of Wichita has been a competitive newspaper field since 1872, and at no time in the 85 years have the owners of the *Eagle* attempted to purchase its competing paper or run it out of business. The *Eagle* policy has been consistent during this entire period: To publish the best paper possible and to abide by the verdict of subscribers and advertisers." #

'McCall's' Drops Bleed Premium

McCall's, New York, effective with its October issue, will discontinue a 10% premium charge for bleed pages, in both color and b&w, thus giving 22% more space without extra charge.

WORCESTER'S Billion Dollar Market (E. B. I.) is

SOLD

with FULL COLOR

4 COLOR PROCESS NOW AVAILABLE DAILY AND SUNDAY

Tell and Sell with full color at its best—on the pages of the Telegram-Gazette reaching

91.9%* of Massachusetts' 2nd Market

*DAILY 162,449
SUNDAY 105,300
[illegible]

You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester
TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS

MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

MORE

PAGES...

Newsweek led the newsweekly field in total advertising pages for the final six months of 1958*

Newsweek

AND...

*P.I.B.

TvAR Appoints Two

Raymond L. Hamilton, previously an account executive at WINS, New York, has been named sales manager of the Detroit office of Television Advertising Representatives, the station representative arm of Westinghouse Broadcasting Co. TvAR also has named David E. Henderson, formerly broadcast supervisor of Gray & Rogers, Philadelphia, an account executive in the New York office.

Sara Lee Adds 'Kangaroo'

Kitchens of Sara Lee, Chicago, has purchased a twice-weekly segment of "Captain Kangaroo" (CBS-TV) children's show. Cunningham & Walsh, Chicago, is the agency.

New 1959 Edition

fit type
IN SECONDS!

Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00

HABERULE
BOX AA-245 • WILTON • CONN.

Subliminal Ads Sink to Whisper

SACRAMENTO, CAL., June 30—A bill which would have prohibited subliminal radio and tv advertisements died quietly in the California legislature when the assembly efficiency committee referred the measure for interim study. #

Ferrell Moves to Parker

A.T. Ferrell Co., Saginaw, Mich., feed and grain cleaning manufacturer, has appointed Parker Advertising, Saginaw, to handle its advertising. Crawford & McNellis, Detroit, is the former agency of record.

Golden Dipt to Frank Block

Golden Dipt Mfg. Co., St. Louis food manufacturer, has appointed Frank Block Associates, St. Louis, to handle its advertising, Noble, Dury & Associates, Nashville, is the previous agency of record.

Kupper Adds Sealy Licensee

Sealy Mattress Co. of Waterbury, Conn., a licensee of Sealy Inc., has appointed Arnold Kupper Advertising, Hartford, to handle its advertising. Graceman Advertising is the previous agency.

WCAU
FEEDS MORE
FAMILIES...

490,900 a day! More different families daily and weekly than any other station in town.* When Philadelphians head for the picnic grounds during the summer, they pack along WCAU. While they're eating, sell them tomorrow's dinner, or a new fishing rod, or some high octane gas for next week's trip to the Poconos. Summertime creates a huge appetite for goods. WCAU's 18 top local personalities can make it a picnic for your product!

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

Anderman Pendray Taylor Healy Jones
Cloutier Stagg Sterling

ELECTED—*E. S. Stagg, Kelly-Smith Co., has been elected president of the Detroit chapter of the American Assn. of Newspaper Representatives. Other officers elected are John L. Sterling, Cresmer & Woodward, 1st vp; Stanley E. Cloutier, Story, Brooks & Finley, 2nd vp; C. Charles Pendray, Ward-Griffith Co., treasurer, and Edwin Charney, Branham Co., secretary (not in picture). William E. Anderman Jr., past president, and C. F. Taylor, both of Hearst Advertising Service; Richard T. Healy, Katz Agency; James B. Jones, Scripps Howard Newspapers Inc., are new directors. Robert Erickson, Moloney, Regan & Schmitt, also elected a director, is not in the picture.*

Most Consumer Contestants Try Item, Study Shows

NEW YORK, June 30—About one woman in five objects to buying a product in order to enter a consumer contest, according to a survey by Bruce, Richards Corp., contest consultant.

The figure is lower for men (13.9%) and higher for teen-agers (about 30%).

Almost all (99.3%) of the women queried said that if the contest requires buying the product they always or usually use the product before planning an entry; 3.2% of the men said they rarely use the purchased product before submitting the entry (the rest always or usually use it). Among teenagers, 91.8% of the girls always or usually use the product first, and 90.9% of the boys do so.

■ Among those who do use the product before entering a contest, the majority said they base the entry on a combination of product qualities and their own imagination. About four out of five said the purchase of a product to enter a contest sometimes results in changing to that brand.

Discussing contests which provide entry blanks only at a dealer location, 33.4% of the women said this requirement stops them from entering. This was also true of 25% of the men, 31.8% of the female teens and 21.1% of the male teens. #

Veeck, Cushman Set PR Unit

Bill Veeck, majority owner of the Chicago White Sox, has teamed up with Aaron D. Cushman, head of the Chicago pr organization bearing his name, and Marsh Samuel, operator of a Cleveland pr company, to form Cushman, Veeck & Samuel, Public Relations, 333 N. Michigan Ave. Mr. Cushman is president, Mr. Veeck vp. The new company is organized separately from the present organizations of the respective principals.

Riedell, Balko Name Baxter

Riedell Shoes Inc., Red Wing, Minn., maker of sports shoes, and Balko Inc., Ladysmith, Wis., builder of boat trailers and accessories, have appointed William L. Baxter Advertising, Minneapolis, to handle their advertising and public relations.

Berkshire Color to Scheer

Berkshire Color & Chemical Co., Delawanna, N. J., manufacturer of dyestuffs for the textile industry, has appointed William N. Scheer Co., Newark, to handle its advertising.

Agriculture to Poll Lamb Producers on Continuing Ad Push

WASHINGTON, June 30—Agriculture Secretary Ezra Taft Benson announced last week that wool and lamb producers will be polled this September to determine whether they want to continue their $3,000,000-a-year advertising and sales promotion program for wool and lamb.

The program, handled by the American Sheep Producers Council, is currently in its third year. The new contract, if approved by the growers, will be for three years, through 1961.

Authorized in the National Wool Act of 1954, the program is a prototype for cooperative promotion programs by members of agricultural industries. Under the program, producers finance the promotion fund by contributing a portion of the incentive payments they receive under the Wool Act.

With the approval of the Secretary of Agriculture, the council is budgeted to spend $2,589,000 during the 12 months beginning July 1. While a total of about $3,000,000 will be available, the remainder will be put into reserve, the Agriculture Department said, for use in some future year when deductions from incentive payments may be less than the budget, or when no deductions may be made.

Secretary Benson said the new contract will not be put into effect unless it is approved by producers owning two thirds of the sheep and lambs represented by votes in the referendum. #

Russians Name Agency

Koehl, Landis & Landan, New York, agency for a number of exhibitions held at the New York Coliseum, has been named to handle advertising for the Russian exhibit opening at the Coliseum June 30 and running through Aug. 10. A.A. Landis, vp and secretary of the agency, said newspapers, magazines, radio, television, transportation posters and direct mail will be used to attract visitors to the Soviet exhibition.

Hartman Adds Coldwater

Coldwater Seafood Corp., New York, distributor of Icelandic and Fresher brands of frozen seafood, has appointed L. H. Hartman Co., New York, to handle its advertising, effective Sept. 1. The present agency is John O. Powers Co.

INDUSTRIAL PRODUCTION
$351 million

Industrial giants like Reynolds Metals, Columbia Southern Chemicals, Celanese and others in the Corpus Christi area turn out $351 million worth of products a year, give jobs to over 7,000, pay them more than $35 million.

Industry is just one of many prosperity makers in this ever-growing market where 9 out of 10 families read the Caller-Times. Write for complete market data.

Circulation 93,602 ABC

Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
927 National City Bldg., Dallas
New York Atlanta Chicago

The Corpus Christi Caller-Times
CORPUS CHRISTI, TEXAS

AND MORE PAGES!

Newsweek continues to lead the newsweeklies in ad pages for the first six months of 1959.*

	ADVERTISING PAGES*		
	Last 6 months 1958	First 6 months 1959	TOTAL
NEWSWEEK	1300	1516	**2816**
TIME	1279	1492	**2771**
U.S. NEWS	1182	1368	**2550**

Newsweek
N
W
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S

the
different
newsweekly
for
communicative
people

*P.I.B.: July 1958 through May 1959.
June 1959: Publisher's estimate.

Hallmark Puts Bards to Work Selling Cards

(*Continued from Page* 3)

"In 'Ah, Wilderness,' we gave three minutes back to the show. And we had six minutes of the best commercials we ever had," says Mr. Oakson. "Just because you have nine minutes on a program is no sign you have to use nine minutes."

■ Foote, Cone & Belding, Chicago, the agency, goes along with the idea of not letting the commercials interfere with the program. The commercial has to be compatible with the part of the show it interrupts. For example, on the Christmas show in 1956, the commercial was supposed to follow the scene in "The Little Foxes" where an avaricious woman finds out her invalid husband is going to expose some conniving she's been up to. Finding this out, she sits back and lets him die rather than give him the medicine he needs to counteract a heart attack.

This traumatic episode was supposed to be followed by a commercial urging the audience to remember their loved ones! The man from FC&B who checked the timing was understandably shook up —but he went away and rewrote the commercial. He never even suggested changing the scene.

■ From the start, two things set Hallmark's advertising apart. First, no greeting card company had ever advertised. Joyce Clyde Hall, the president, was warned more than 20 years ago: Don't try to build a brand name for greeting cards! People buy greeting cards for what they say and how they look. Not for the name of the publisher! Nobody believed people would ever be taught to look on the back of a nickel-and-dime product to see who made it.

The other strange aspect of the company's advertising is that it aims at a select audience to sell a product it hopes everyone will want—and it gets away with it.

■ The soft, soft advertising that is now identified with Hallmark did not even exist before 1936. Mr. Hall sponsored Tony Wons in a program in which he read poetry, with organ music gently sounding in the background. It was called "Radio Scrapbook." This was tried for 13 weeks on a limited network in Illinois. Then the program was put on CBS.

Sixteen years after Hallmark started advertising, Market Facts Inc. made a survey of American buying habits. The survey, done in 1954, showed seven out of ten persons had a strong brand preference in the greeting cards they bought. And what made the people at Hallmark sleep contentedly was that the preference was for Hallmark cards. The preference for Hallmark was stated at 19 to one over the next most popular brand, 20 to one over the next and 56 to one over the third. Hallmark is now believed to gross more than the sales of three of its competitors put together, Norcross, Rust Craft and Gibson.

■ In 1942, Hallmark entered in the parade of wartime entertainment with the "Meet Your Navy" show with Lt. Eddie Peabody, on a coast-to-coast network presentation. Charlotte Greenwood, popular comedienne of the '40s, became the star of the new radio show in 1944.

The first dramatic series on radio began in 1946 with "Radio Reader's Digest." The commercial announcer was Frank Goss, whose now familiar voice and words, "When you care enough to send the very best" helped make the sales soar. The radio show became "The Hallmark Playhouse" in 1948 with author James Hilton as host.

Gingerly, in 1951, Hallmark stepped out on the television stage. Sarah Churchill was hostess on a 15-minute program that later became "Hallmark Hall of Fame." The radio show's name was changed to the "Hall of Fame," and Lionel Barrymore hosted it until his death in 1954.

■ Hallmark's first tv "spectacular" (before they were called that), was a venture on Christmas day, 1952. It was the tv production of Gian-Carlo Menotti's "Amahl and the Night Visitors." It was the first opera written especially for television. Both viewer-wise and editorially, it was a success. The next year it was repeated as the first full-color telecast of its kind.

The pioneering with Shakespeare took place in April, 1953. "Hamlet" was presented, starring Maurice Evans. The results of the two-hour show convinced network officials of the tremendous effect spectaculars could have on an audience. In 1954, Mr. Evans produced and starred in "Richard II," and "Macbeth" followed in the same year.

■ In the 1953-54 season, Hallmark tried an hour show, irregularly scheduled on Sundays, but returned to spectaculars in 1955. The reasons are numerous. One, it was felt weekly shows were taken for granted. They wanted people to view a show as an event. Second, the idea of irregularly-scheduled shows fit into the seasonal sales picture of the greeting card industry. One of the most highly fluctuating businesses as far as seasons goes, Hallmark's major sales volume comes, from highest to lowest order, at Christmas, on Valentine's Day, on Easter and on Mother's Day. The shows are

H A W I L D E R N E S S

DISPLAY— *Retailer display for "Ah, Wilderness!" production is reviewed by FC&B staffers (left to right) John Rand, Homer H. Heck and Goodwin Alarik.*

DU PONT AMERICAN MOTORS
ESTERBROOK HILTON CREDIT
MOTOROLA YAWMAN & ERBE
MARCHANT UTAH POWER & L
RAY-O-LITE BANKERS LIFE CHI
AETNA CASUALTY NATIONAL
CHICAGO & NORTHWESTERN
MOSLER IBM DATA PROCESSIN
who have helped Nation's Business
advertising page gain—January

. . . and advertising revenue is at an all-time high—24.0% above the January-July period 1958

ACTION IN BUSINESS results when you advertise to business and industry in NATION'S BUSINESS

selected to fit in with the holidays. "Ah Wilderness," for example, pushed cards for Mother's Day, Graduation and Father's Day.

"We try to have a romantic drama such as 'Berkeley Square' just prior to Valentine's Day, and a play of religious significance such as 'The Green Pastures' during the pre-Easter season," says Mr. Oakson.

■ Joyce Hall, 67, the biggest and continuing force behind the business, began his career by selling perfume from door to door.

With his two older brothers, he opened a stationery store in Norfolk, Neb., in 1905. At the age of 14. Mr. Hall bought the regional distributorship for a picture-postcard company. He sold the cards as a sideline.

He moved to Kansas City in 1910, and founded Hall Bros. Inc., as the company was called until it became Hallmark Cards in 1954. He started jobbing Christmas and Valentine cards and soon Hall Bros. was competing seriously with eastern manufacturers.

His name was a natural to turn into "Hall of Fame" or Hallmark, and it was done.

■ Foote, Cone & Belding has been the agency 16 years, and three executives there are behind the soft-as-silk commercials. John B. Rand is copy supervisor; Homer Heck is vp in charge of tv and radio and Goodwin Alarik is account supervisor.

It is estimated the advertising budget is approximately $3,000,000 a year, with 70% to 80% of it spent on television. Each show is said to cost about $225,000 for production costs and actors' salaries. Time billings are estimated at $920,650 yearly.

John Oakson has explained the company's tv budget like this:

"Television, in many ways, is an ideal medium for us because it permits us to frame our advertising message with top-quality dramatic entertainment that corresponds in tune and mood with the holiday season just ahead of us."

■ Hallmark's sales volume is estimated at $80,000,000 a year. Since the company is family-owned, no one feels any obligation to release exact figures. One figure that is released: The number of cards produced—4,000,000 a day; which means the average American goes to the counter and buys about eight Hallmark cards a year.

This excludes the sidelines of the company: Ribbon, wrapping paper, note paper and home decorations. Home and party decorations started only about seven years ago.

Advertising these items, and the vastly more numerous cards, has been successful. Salesgirls now report, and competitors moan, that when a customer goes to the counter he sometimes turns the card over.

He does it to look for the crown that is recognized as the hallmark of Hallmark.

FOREIGN PRODUCTS' APPEAL GROWS: HALL

KANSAS CITY, June 30—Foreign nations are "stealing a march on the U.S. in creating products the American consumer wants to buy," according to Joyce C. Hall, president of Hallmark Cards.

"An alarmingly large percentage of pace-setting products and designs that are now captivating the American market are originating in other countries," Mr. Hall told sales representatives at a two-day company conference last week.

■ He said self-satisfaction on the part of manufacturers and retailers is perhaps the greatest enemy of business today and warned that American business "must shrug off the complacency that has become prosperity's handmaiden" if it is to keep ahead of consumer demands.

"The consumer wants new ideas and new merchandise, better design, easier and more convenient shopping. The manufacturer who provides merchandise of this type and the retailer who serves it up under easy-to-buy conditions will make up the winning team," Mr. Hall said. #

McCann Names McCrea S. F. Manager; Boosts Two in N. Y.

Frederick H. McCrea, vp and veteran of 39 years with McCann-Erickson, has been named manager of the agency's San Francisco office. Mr. McCrea has been senior executive on the California Packing Corp. account for many years and is currently group supervisor for both Calpak and the Diamond Walnut Growers. He will continue in these jobs. McCann also has named David J. Hopkins, vp formerly in the New York office, manager of the Los Angeles branch (AA, June 29).

Phipps Rasmussen will continue as McCann vp in charge of the agency's Pacific region and responsible for the San Francisco, Portland and Los Angeles offices. In the New York office, McCann has promoted Thomas F. Swick and Alfred R. Sanno from media account supervisors to associate media directors.

Board Names Alan Conner

Alan Conner, exec vp of Garfield, Hoffman & Conner, San Francisco, has been named vice-chairman of the Board of Governors of the northern California Council, American Assn. of Advertising Agencies. He replaces Phipps Rasmussen of McCann-Erickson, who resigned. T. Milburn Johnston, vp and manager of Campbell-Ewald Co., San Francisco, succeeds Mr. Conner as secretary-treasurer of the Council.

Bock Adds 'Iowa Farm'

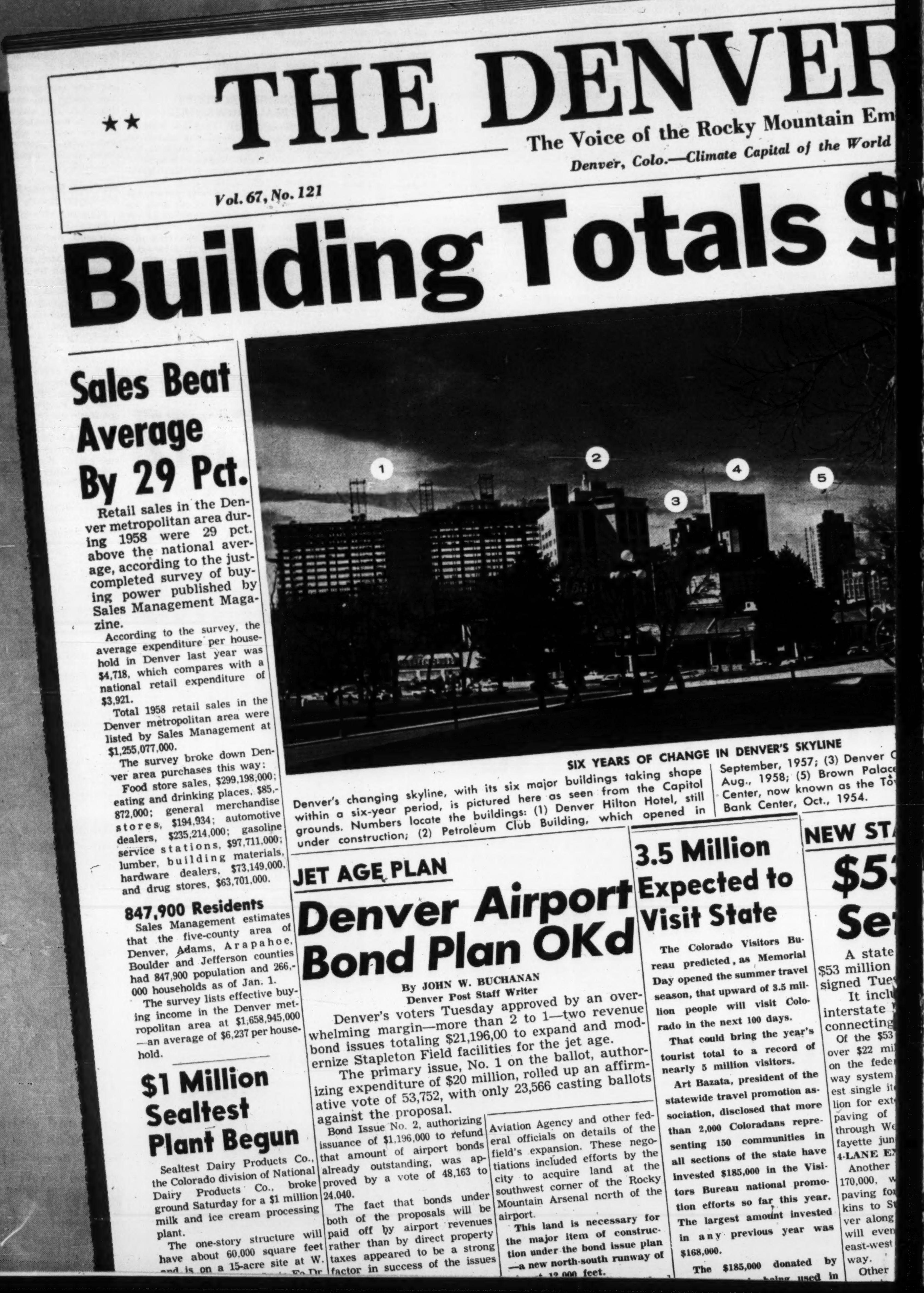
M. B. Bock, of M. B. Bock & Associates, Minneapolis, publishers' representative, has been appointed advertising sales representative for the *Iowa Farm & Home Register*, the monthly farm magazine of the *Des Moines Sunday Register*, in Minnesota, North Dakota and South Dakota.

LENNOX STROMBERG-CARLSON
ALLIS-CHALMERS RCA HERTZ
PACIFIC NORTHERN AIRLINES
IGHT GENERAL FIREPROOFING
CAGO, BURLINGTON & QUINCY
TRUCK LEASING ART METAL
PINKERTON'S DICTAPHONE
G are among the 50 new advertisers
record another
-July 1959 . . .
UP 19.6%

Nation's Business
A USEFUL LOOK AHEAD
sells the owner-executive

just like John Hancock and his signature

people REACT to the voice and vision of NBC in South Bend - Elkhart
call Petry today!
WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON



★★ THE DENVER

The Voice of the Rocky Mountain Em

Denver, Colo.—Climate Capital of the World

Vol. 67, No. 121

Building Totals $

Sales Beat Average By 29 Pct.

Retail sales in the Denver metropolitan area during 1958 were 29 pct. above the national average, according to the just-completed survey of buying power published by Sales Management Magazine.

According to the survey, the average expenditure per household in Denver last year was $4,718, which compares with a national retail expenditure of $3,921.

Total 1958 retail sales in the Denver metropolitan area were listed by Sales Management at $1,255,077,000.

The survey broke down Denver area purchases this way:

Food store sales, $299,198,000; eating and drinking places, $85,872,000; general merchandise stores, $194,934; automotive dealers, $235,214,000; gasoline service stations, $97,711,000; lumber, building materials, hardware dealers, $73,149,000, and drug stores, $63,701,000.

847,900 Residents

Sales Management estimates that the five-county area of Denver, Adams, Arapahoe, Boulder and Jefferson counties had 847,900 population and 266,000 households as of Jan. 1.

The survey lists effective buying income in the Denver metropolitan area at $1,658,945,000—an average of $6,237 per household.

$1 Million Sealtest Plant Begun

Sealtest Dairy Products Co., the Colorado division of National Dairy Products Co., broke ground Saturday for a $1 million milk and ice cream processing plant.

The one-story structure will have about 60,000 square feet and is on a 15-acre site at W.

SIX YEARS OF CHANGE IN DENVER'S SKYLINE

Denver's changing skyline, with its six major buildings taking shape within a six-year period, is pictured here as seen from the Capitol grounds. Numbers locate the buildings: (1) Denver Hilton Hotel, still under construction; (2) Petroleum Club Building, which opened in September, 1957; (3) Denver C Aug., 1958; (5) Brown Palace Center, now known as the To Bank Center, Oct., 1954.

JET AGE PLAN

Denver Airport Bond Plan OKd

By JOHN W. BUCHANAN
Denver Post Staff Writer

Denver's voters Tuesday approved by an overwhelming margin—more than 2 to 1—two revenue bond issues totaling $21,196,00 to expand and modernize Stapleton Field facilities for the jet age.

The primary issue, No. 1 on the ballot, authorizing expenditure of $20 million, rolled up an affirmative vote of 53,752, with only 23,566 casting ballots against the proposal.

Bond Issue No. 2, authorizing issuance of $1,196,000 to refund that amount of airport bonds already outstanding, was approved by a vote of 48,163 to 24,040.

The fact that bonds under both of the proposals will be paid off by airport revenues rather than by direct property taxes appeared to be a strong factor in success of the issues

Aviation Agency and other federal officials on details of the field's expansion. These negotiations included efforts by the city to acquire land at the southwest corner of the Rocky Mountain Arsenal north of the airport.

This land is necessary for the major item of construction under the bond issue plan —a new north-south runway of

3.5 Million Expected to Visit State

The Colorado Visitors Bureau predicted, as Memorial Day opened the summer travel season, that upward of 3.5 million people will visit Colorado in the next 100 days.

That could bring the year's tourist total to a record of nearly 5 million visitors.

Art Bazata, president of the statewide travel promotion association, disclosed that more than 2,000 Coloradans representing 150 communities in all sections of the state have invested $185,000 in the Visitors Bureau national promotion efforts so far this year. The largest amount invested in any previous year was $168,000.

The $185,000 donated by

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R POST

HOME
EDITION

pire

5 Cents, 68 Pages

$2.4 Billion

Club, Dec., 1954; (4) First National Bank,
West, April, 1959, and (6) Mile High
wer Building of the Denver U.S. National

Main Growth Registered in Denver Area

The Colorado State Planning Commission reports that Colorado's population and economic boom since the end of World War II has resulted in more than $2.4 billion in new construction in the last 13 years.

Of the total, the commission says, the four-county Denver metropolitan area received $1,665,918,370 in new home, industrial and business construction.

The commission's survey, conducted by the economic research section, set at $2,442,978,906 the value of 733,070 building permits issued in the state since 1946.

The record construction year, the report discloses, was 1958 on a statewide basis.

81,157 Permits

According to the survey, 81,157 permits for new construction costing $331,950,371 were issued in the state last year. The report was based on statistics from 99 Colorado cities and towns and from eight counties requiring permits in unincorporated areas.

The previous high in new construction statewide was $304,414,548 in 1955.

The Denver metropolitan area's record building construction in 1958, totaling $222,493,666, represented 67 pct. of the Colorado total.

Of the area total, the City and County of Denver issued 48,970 building permits for all types of construction valued at a record $104,216,040.

According to the planning commission, new construction

creased from ... a statewide basis to the record high of $10,906 in 1958.

Construction of single resi-

New Shop Center Started

Construction of the $8½ million Westland Shopping Center, being built on W. Colfax Ave. near Kipling, is ahead of schedule, according to Peter Sterling, manager of construction for the May Realty Co., Los Angeles.

Sterling stopped in Denver briefly during the week to inspect the 41-acre Westland development as part of a nationwide tour of May Realty Co. construction projects totaling nearly $60 million. Major cities in which May Co. building and development programs are underway include Jacksonville, Fla.; Pittsburgh, Pa.; Cleve-

The May

Present

Westland to open its doors to customers about Aug. 1, 1960. When completed, focal point

ATE BUDGET

3 Million
t for Roads

highway construction budget of nearly
for the fiscal year beginning July 1 was
day by Gov. Steve McNichols.
des about $9.5 million for the U.S. 85-87
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buy right of way
the interstate route six a
half miles between Idaho
Springs and Empire Junction,
and for right of way for a new
of the interstate route

one of America's Great Newspapers
covering the nation's third
fastest growing major market

CIRCULATION

Evening, except Saturday . . .	**252,748**
Sunday	**339,281**
Empire Magazine and Comics .	**366,564**

A.B.C. Publisher's Statement
March 31, 1959

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

All stories in this advertisement are reproduc tions of news items which appeared in regul issues of THE DENVER POST.

You Ought to Know. Irving B. Hexter

A good many people think they see a trend in the business paper field away from highly specialized publications and toward more general ones. But not Irving B. Hexter, president of Industrial Publishing Corp., Cleveland.

With a baker's dozen of highly specialized business publications and directories, which this year will carry nearly $5,000,000 in advertising, Mr. Hexter is willing to argue the issue of specialization with anyone.

"There are so many business papers," he says, "that the answer is not to develop more general ones and to drop the specialized ones, but exactly the other way around. What we need are more specialized publications, designed to meet the specific needs of clearly defined industrial segments—not general publications which are of marginal or fringe interest to the fellow who has a specific job to do in industry, or a highly specialized process to worry about.

■ "Our whole business has been built on slicing off specialized fields from broader ones, and I see nothing to make me think this still doesn't make sense. As a matter of fact, I've got four projected new ones in my desk right now, and we're actively researching two of them," he says.

"Practically everyone agrees that it is important these days to conserve the reader's time—and I say that conserving the reader's time calls for highly specialized books. The general business reader who needs to know something about processes will eventually be able to pick up only those publications that are specifically related to his functions, because he'll find material of direct interest to him *faster* in a highly specialized book than in any general business publication."

And as far as advertisers in search of shorter lists are concerned, Mr. Hexter feels equally secure with his highly specialized publications.

"The basic books—the highly specialized functional publications—are 'on the payroll' of the advertisers in their fields, because they reach the buying factors in those fields most directly," he says. "Barring a real business catastrophe, my feeling is that nobody is going to take them off. If business gets tough, it seems to me that some of the less concentrated publications, whose attention to a particular field is sort of marginal, will lose the business first."

Irving Hexter

■ Irving Hexter, who thinks industrial publishing "is the greatest business in the world," became a publisher almost by accident. He and his brother liquidated a dress business in 1924. His brother moved into banking and Irving and his wife—who has been his business associate ever since—went into the greeting card business.

The company had a small press and a printer who once worked for Penton, and who was convinced that business paper publishing made sense. The printer also had a neighbor who was a welding engineer at Lincoln Electric. The year was 1930. "I didn't know anything about welding, or trade papers, or space selling . . . so I went into the business," says Hexter.

It wasn't long before the greeting card business went to the wall, and the business paper "staff" also disappeared.

"I couldn't pay those fellows," Mr. Hexter recalls, "so Momma and I rented a tiny office in the Penton Bldg., borrowed $1,200 and lived on it for six months, while we just about managed to get enough business to pay the paper and printing bills on *Industry & Welding* (now *Welding Design & Fabrication*). It was not until 1935 that the paper came out of the red."

■ After that the publications came along rapidly—always involving the splitting off of a concentrated area from a broader field of service. *Occupational Hazards* bowed in 1936; *Die Casting Magazine* (now *Precision Metal Moulding*) was started in 1943; *Refrigeration & Air Conditioning Business* in 1944; *Flow* (now *Material Handling Engineering*) in 1945; *Applied Hydraulics & Pneumatics* in 1948.

Others in the Industrial Publishing Corp. stable now include *Material Handling Illustrated*, *Welding Illustrated*, *Modern Office Procedures* and *Power Transmission Design*, as well as several related yearbooks.

As for the "secret of his success," Mr. Hexter says it is twofold: "First, we do a really good editorial job; and second, our 'hidden weapon' is 'Franchised Circulation,' which is a service mark owned by this company. Conover-Mast started this method of having distributors sponsor circulation to their customers, and we think it is the finest type of circulation any business paper can have."

■ On June 15, 1954, the Hexters sold Industrial Publishing Corp. to Telenews Corp., an organization which then owned some theaters and Hearst Metro-Tone News. But the picture subsidiary has since been spun off, and Industrial Publishing is a separate business. Irving Hexter has a 10-year management contract.

Aside from his normal duties as a publisher, Mr. Hexter has a considerable reputation as an interesting writer and restless traveler. His bi-monthly, "One Publisher's Viewpoint," mailed to IPC's promotion list, is a sprightly commentary on business, travel, world affairs—anything that interests him.

■ His most outstanding activity outside the publishing business has been in the field of medicine and public health. In 1952 he and Mrs. Hexter established the Eva and Irving Hexter Cardiopulmonary Laboratory for research in heart and lung diseases, at Mount Sinai Hospital, Cleveland. He is a director of the hospital and a trustee of the Jewish Convalescent Hospital, Cleveland, the Cleveland Museum of Natural History and the Cleveland Commission for the Aged.

He has been a vp of the American Heart Assn. since 1954 and has been chairman of both the Cleveland and Ohio heart associations. His proudest possession, probably, is the gold heart award of the American Heart Assn., given to him in 1957 "for his steadfast loyalty and dedicated service to the heart cause," and as "the creative and motivating force behind Heart Sunday." He is one of only four non-medical persons to receive the group's gold medal. #

the agency compensation system
is definitely under pressure—
you read about it everywhere

changes are coming—
meanwhile agencies and
advertisers search for a better way
than 15% alone, 15% plus fees,
or arbitrary fees

~~15~~%

THERE
IS A
BETTER WAY

A *system* that is equitable for agencies and advertisers alike . . . offering new long-term benefits for both . . . without upsetting the advertiser-agency-media relationship.

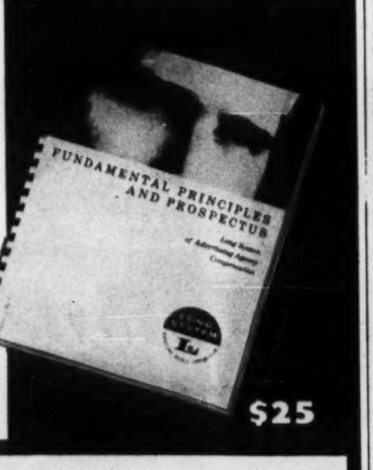
A *system* agencies can test, adjust to their own needs and install gradually . . . removing themselves from the brokerage category . . . providing a powerful new business tool.

A *system* under development for 14 years by an agency principal . . . proved successful in a pilot operation since April 1958 . . . and now released by its originator to the industry.

LONG SYSTEM
Ls
ADVERTISING AGENCY COMPENSATION

You are not buying a pig in a poke. This copyrighted book explains the *Long System* from A to Z: including how to install, operate and introduce it to clients. Purchasers acceptable to W. H. Long automatically acquire rights to install and utilize the *Long System* themselves. At their option, they may in addition employ our consulting services, experience and methods forms, as needed, at standard rates. The book's price is $25.00, postpaid anywhere in the world.

This manual is available to any responsible person or organization . . . agencies, advertisers, publishers, media, suppliers, associations. *Sent by Registered Mail only.* D&B-rated firms' purchase orders honored (invoice with manual). Non-rated firms and individuals send check with order. *Not available to advertising agencies* with home offices in Wisconsin. Non-returnable. Privately processed: serially numbered; *purchasers' names not divulged to any source.*



$25

SOLE PUBLISHER AND SOURCE
W. H. LONG • CONSULTANT
5347 North Santa Monica Boulevard • Whitefish Bay 17 (Milwaukee), Wisconsin
WOodruff 2-6100 (days) • WOodruff 4-9359 (evenings)

SPREADING THE NEWS

SINCE 1922

by DAY
and
NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8616
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

Registrations for Creative Workshop to Close July 18

Advertising Age Seminar Is Set for Aug. 5-8 at Palmer House, Chicago

CHICAGO, July 1—Registrations for the ADVERTISING AGE Summer Workshop on Creativity in Advertising will be shut off after July 18.

The Workshop is scheduled to take place at the Palmer House, Chicago, Aug. 5-8, but participants will not be accepted beyond July 18 because of the necessity for preparing workbooks and other material for the seminar, according to Dr. Steuart Henderson Britt, director of the project.

Registrations for the workshop have already exceeded the 450 mark, and only a limited number of additional participants can be accommodated.

■ The creative workshop was initiated last year in an effort to meet the expressed need of creative advertising people for an opportunity to review consumer advertising of the past year, both print and broadcast, and to check new techniques and new ideas.

The workshop is devoted entirely to creative matters. It is not a convention; there are no "business" sessions and no recreational activities. A "faculty" of 29 authorities in creative advertising and in consumer behavior will discuss various aspects of how to produce advertising which will favorably influence consumers.

The workshop is divided into three broad parts: An examination of "the creative background of advertising," a review of creative ideas in broadcasting, and a similar review of creative ideas in print. Much of the material presented is visual in character, including critical analyses of more than 100 advertising campaigns in newspapers, magazines, radio, television and other media.

■ Participants are about evenly divided between agency and advertiser executives, and approximately 60% of those who attended the initial seminar in 1958 have already signed up for attendance at this year's session.

Cost of the Workshop is $110, including three lunches and two dinners, but not including room accommodations at the air-conditioned Palmer House, Chicago, where sessions will be held. Complete details can be secured from Summer Workshops, c/o ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.—or registrations can be assured by sending in the accompanying coupon. #

Donnelly & Sons Names John E. Donnelly Exec VP

John Donnelly & Sons, Boston, outdoor advertising company, has named John E. Donnelly exec vp of the parent company and vp of affiliated companies on the East Coast. Mr. Donnelly, great-grandson and namesake of the company's founder, formerly was treasurer, a post which now will be filled by Delpho A. Guido, formerly assistant treasurer. Mr. Donnelly succeeds the late John Donnelly, brother of Edward C. Donnelly Jr., president and general manager of the company (AA, June 29).

Gill-Perna Adds Two

Gill-Perna, New York, has been named national representative for WTAX, Springfield, Ill, formerly handled by Weed Radio Corp., and WCUE, Akron, previously represented by Avery-Knodel.

WORKSHOP REGISTRATION FORM

Enroll me for the ADVERTISING AGE SUMMER WORKSHOP ON CREATIVITY IN ADVERTISING. My check for $110 covering complete registration fee, including attendance and participation in all meetings and the cost of three luncheons and two dinners on Aug. 6, 7 and 8, is enclosed. (Or bill me ☐; bill my company ☐)

Name (please print or type) ____________________

Title ____________________

Company ____________________

Address ____________________

Street City Zone State

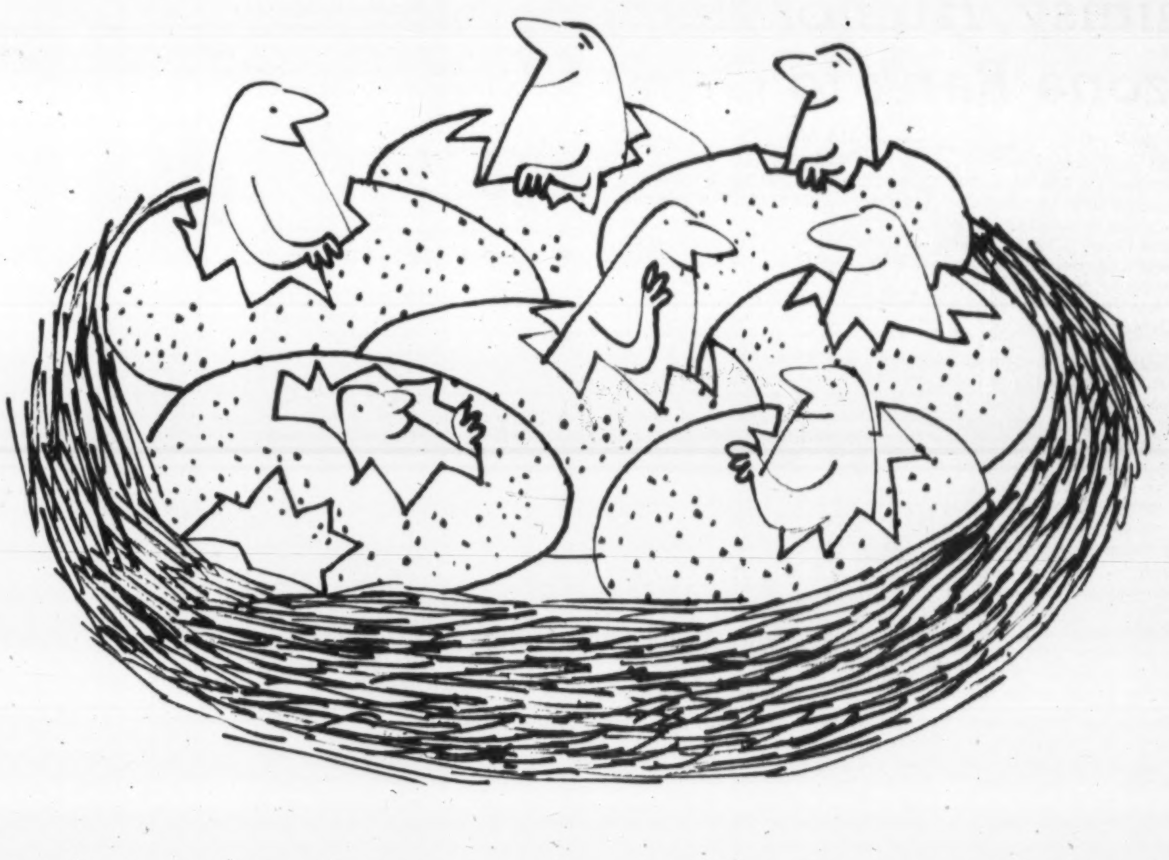
MAKE YOUR CHECK PAYABLE TO SUMMER WORKSHOPS, AND MAIL TO SUMMER WORKSHOPS, c/o Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Braine Joins MRCA

Gordon C. Braine, formerly executive assistant to the director of research of Gillette Safety Razor Co., has joined the consumer panel division of Market Research Corp. of America, New York, as a client service executive.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG
SAN FRANCISCO CENTRAL TOWER

THIS IS THE JINGLE MILL RECORD
$58 PER JINGLE
Price applies to the United States Only
COMPLETELY CUSTOM MADE
WE HAVE SERVICED OVER 700 RADIO STATIONS
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN
PUT THIS RECORD TO WORK FOR YOU
Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.
JINGLE MILL
201 West 49th St., New York City



SEVEN . . . IN ONE SWELL SWOOP

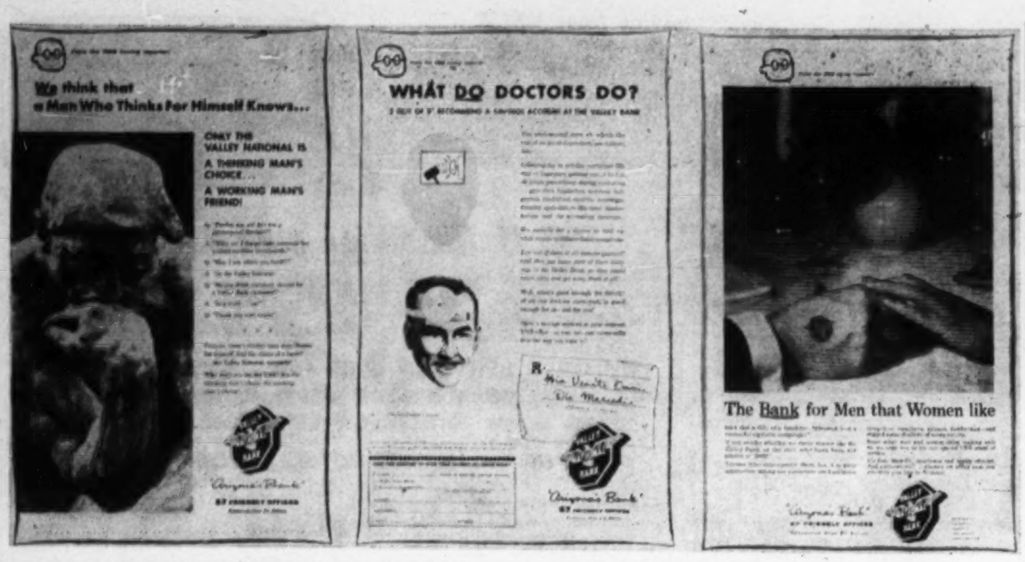
Anybody who has septuplets is entitled to crow. So stand back . . . WJR has just given birth to seven lively hours of new daily programming, and we're mighty proud. Brand-new WJR-originated shows fill the time made available when we discontinued our network affiliation.

Now, more than ever before, we can provide our audience with complete-range programming . . . programming with something for everyone.

This is nothing revolutionary for WJR. It's an extension and improvement of a long-standing, long-successful policy—live WJR-originated shows, tailored to suit the many different tastes and needs of the 17 million people in our signal area.

A station which gives the most in programming, gets the most in audience respect and response. And the advertiser who specifies WJR, places his message where it will do him the most good. See your Henry I. Christal representative.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL


We think that a Man Who Thinks For Himself Knows...
ONLY THE VALLEY NATIONAL IS A THINKING MAN'S CHOICE... A WORKING MAN'S FRIEND!
WHAT DO DOCTORS DO?
The Bank for Men that Women like
"Arizona's Bank"
57 FRIENDLY OFFICES

KIDDING THE ADS—*Mert Reade likes to keep his ads topical, frequently does take-offs like these on current ad campaigns of others. He never forgets, however, to make a specific point about a specific bank service. Metropolitan Phoenix and Tucson papers carry two ads a week; state dailies get one a week.*

Whimsy, Humor Help Arizona Bank to Grow

(*Continued from Page 2*)

pounds, who confounded spectators at parties during his Colorado A&M days by bending spikes and pounding 20-penny nails through planks with his bare hands). But listen to this philosophy of the bank's operation, as outlined to its 57 branch managers not too long ago by Board Chairman Walter:

■ "It was quite obvious from the beginning that our bank's success would depend upon our ability to do business with many individuals and small businesses. We set out deliberately to become a retail sort of bank, as compared with a wholesale bank that purposely limited its business to important people and businesses. We were not interested in being exclusive, or discriminating, or restrictive, or high-hat, or silk stocking. We wanted to do business with people —all of the people—with business men of all sorts and varieties.

"Our criteria were simple ones:

"If people or businesses *had* money, we wanted to take care of it for them.

"If people or businesses *needed* money, we wanted to lend it to them.

"If people or businesses needed any type of service related to money matters, we wanted to offer them such services.

■ "In the pursuit of these goals, we have tried to use imagination and courage in pioneering new areas of useful service. We have not been too impressed with conventional banking methods, we have not been slaves of old practices or traditions, we have been willing to experiment with new ideas, to take calculated risks, to ignore outworn dogmas, to explode unscientific banking myths.

"We have never wanted a tight, military type of organization. Just as far as possible, we want every officer and manager to be his own boss.

"As banks grow larger, they tend to inherit many of the weaknesses of bureaucracy—too many rule books, too many committees, too much divided authority, too much unwillingness to assume authority and the risks of assuming authority."

Walter Bimson wasn't talking particularly about advertising (although he once wrote advertising for Chicago's Harris Trust Co.), but it is interesting to note that the bank's advertising gets no "committee" or bureaucracy treatment. The advertising manager and the public relations manager work directly with the president and the board chairman—and more frequently than not, day-to-day advertising appears without anyone but the ad manager seeing it!

■ Over-all "promotional" activities at Valley National are divided into three units, each with its own staff and budget. The first is a statistical setup, presided over by Herbert A. Leggett, author-economist and research vp of the bank. Its function is to fill the void about business and economic activity in Arizona, and hence to aid in attracting outside money to the state. It publishes "Arizona Progress," a monthly business review with 30,000 circulation, using a light touch that has made it welcome in many offices.

Then there is the public relations department, headed by Charles W. Pine, who manages to turn out more than 300 news releases a year, handle personal pr assignments for the bank, supervise its window display program, edit several bank publications, and prepare considerable ghosted material for other departments and individuals. His department operates on a budget of some $50,000.

■ The advertising department has been headed for the past eight years by Mert Reade, a refugee from Chicago advertising circles whose off-beat advertising approach seems to fit in remarkably well with the basic advertising philosophy of President Carl Bimson. As advertising director, Mr. Reade rides herd over a budget of about $350,000 a year, the big bulk of it spent in newspaper, radio and television within the state of Arizona, but with a fair amount going into banking and other publications, and designed to make hay for Arizona (and Valley National) with bankers and business men throughout the country.

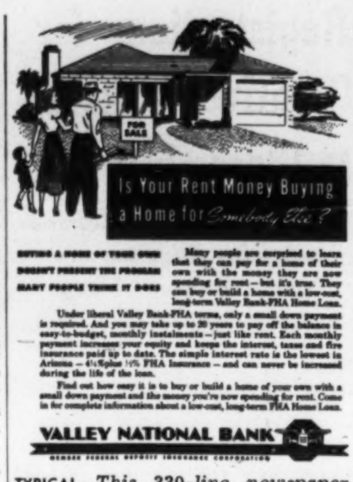
Mert Reade's advertising operations are unusual for at least three reasons: (1) he personally writes *every* ad that Valley National runs locally; (2) Reade ads are Reade, with practically no suppression. He writes and thinks in an off-beat manner and his ads mirror a kind of good humored but intense desire not to be ordinary; and (3) practically all of his ads run as he writes them, with no one else even seeing them, unless he asks that they be checked for policy or other reasons (not so long ago he ran an ad reproducing some modern art and kidding it—and at the bottom appeared this footnote: "If Mr. Walter Bimson, our board chairman and collector of modern art sees this . . . we're only kidding, Boss!").

C. W. Pine

M. G. Reade

■ Sitting at lunch in the bank's magnificent top-floor dining and reception center, overlooking all of Phoenix and the surrounding countryside, President Carl Bimson outlined his bank's promotional philosophy, with an occasional assist from Public Relations Director Charlie Pine or Advertising Director Mert Reade.

Mr. Bimson has two overriding beliefs about promotion and advertising. The first is that anything that helps Arizona people and business and industry helps the bank. The second is that there is nothing so satisfying as making your promotional dollars go farther than most people would believe possible.


FOR SALE
Is Your Rent Money Buying a Home for Somebody Else?

BUYING A HOME OF YOUR OWN DOESN'T PRESENT THE PROBLEM MANY PEOPLE THINK IT DOES

Many people are surprised to learn that they can pay for a home of their own with the money they are now spending for rent — but it's true. They can buy or build a home with a low-cost, long-term Valley Bank-FHA Home Loan.

Under liberal Valley Bank-FHA terms, only a small down payment is required. And you may take up to 20 years to pay off the balance in easy-to-budget, monthly instalments — just like rent. Each monthly payment increases your equity and keeps the interest, taxes and fire insurance paid up to date. The simple interest rate is the lowest in Arizona — 4¼%plus ½% FHA Insurance — and can never be increased during the life of the loan.

Find out how easy it is to buy or build a home of your own with a small down payment and the money you're now spending for rent. Come in for complete information about a low-cost, long-term FHA Home Loan.

VALLEY NATIONAL BANK

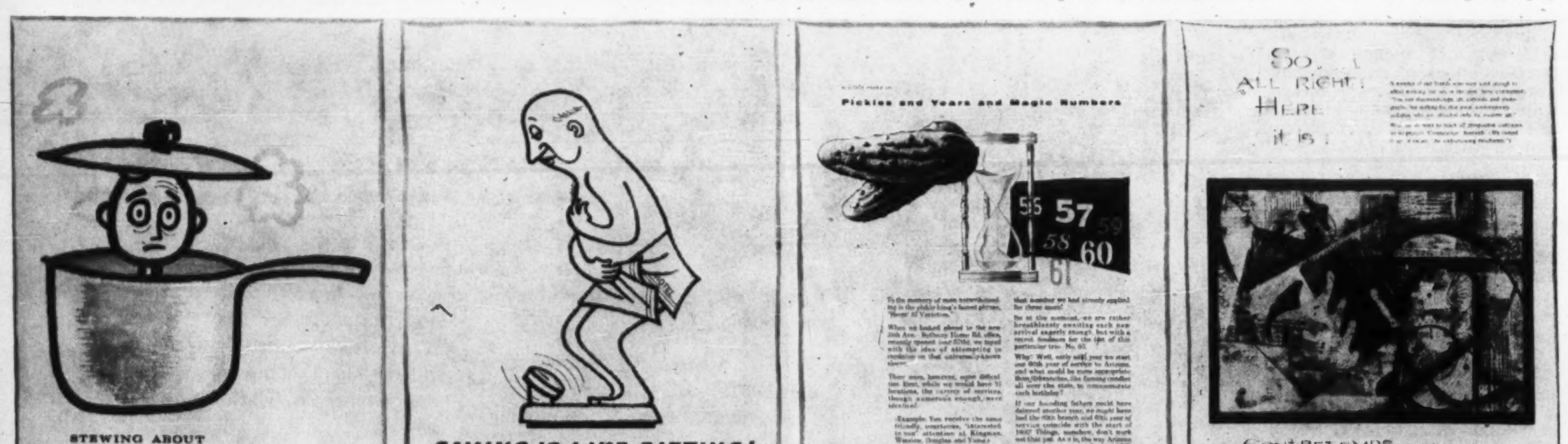
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

TYPICAL—*This 330-line newspaper ad ran in 1953 and was typical of the bank's "pre-Reade" advertising.*

■ "We're a relatively small bank," he says, "and when we started promotion we were much smaller. So we couldn't go into national publications like *Wall St. Journal* and *Fortune* and compete with the big banks, but still we had to do something to keep bankers and business men aware of what has been happening in Arizona. So we came to the conclusion that we should be represented once in a while, but only when we have a dramatic or dynamic story with real impact.

"Then we decided we needed to do some advertising in banking publications. Well, what could we say to banks? We were peanuts then in the banking field, but we figured that if a man is going on a vacation, or planning to open a branch or go into a new business, he'll maybe talk to his banker. So instead of running the usual type of bank advertising to other bankers, we decided to intersperse our ads with a sort of chamber of commerce, bragging pitch—you know, Arizona is the fifth largest cotton growing state, or the population is growing faster than anywhere else, or that sort of thing.

■ "We follow the same philosophy



COVERING THE RANGE—*Four "typical" Valley National Bank ads. At left is a small loan ad; next a savings ad; then a special ad marking (briefly and not too seriously) the opening of the bank's 57th office; and at right, an ad run late this spring because "a number of our friends have commented: 'You run illustration-type art, cartoons and photographs, but nothing for that great, contemporary audience who are attracted only by modern art.'" After kidding modern art, Mr. Reade inserts a tagline at the bottom: "If Mr. Walter Bimson, our board chairman and collector of modern art sees this . . . we're only kidding, boss!" The pickle ad, too, carries a copywriter's aside: "Ed. Note: Things are not nearly as confused in the bank as they are in the bank's advertising dept."*

with our news letter. Lots of banks have news letters; who are we to tell them about money markets and financial conditions? So we start each month with an editorial which is usually semi-humorous and then we provide a monthly index of Arizona business conditions—and we send our news letter to the president of every bank in the U.S. with $5,000,000 or more in deposits, to the top people in all corporations doing business in Arizona, to government departments, local news sources, etc. And in many cases we developed the figures ourselves, because they weren't available from any source when we started."

■ Carl Bimson says flatly, and without coyness, "We think we have as good a news sense as any bank in the country," and adds with equal frankness that he expects each advertising and promotion dollar to deliver more than a dollar's worth of return. "With fewer ad dollars we have to cover a greater area with free rides we get on publicity, but we never try to get publicity unless we have something with news value," he says.

"And we merchandise our stuff. If we run an ad that has some special interest for attorneys, for example, we mail reprints to all the attorneys in our territory.

■ "We're not orthodox in our ads largely because we have an unorthodox ad manager," Mr. Bimson says, "but we believe that being slightly offbeat we get more for our money. Until the last few years, practically all bank advertising has been geared to the so-called moneyed classes. Our light-touch ads are so contrary to the normal image of a bank that they're bound to attract attention.

"But don't get the idea our advertising is funny just to be funny. We have a moral behind our ads, and that moral is that we are a financial department store, friendly and eager to serve everyone. Our advertising is offbeat, but we never leave anyone in doubt about what we're selling."

■ Ad Manager Mert Reade says: "My job should be the envy of most ad managers. This outfit, once they have looked you over leisurely and made up their minds, turns you loose to produce.

"Most bank admen have a built-in censor that keeps even the most outlandish of us from going too far. There is something about a half billion dollars that commands respect, and a little caution. My job is to be as fresh and different and interesting as I can, without overstepping the bounds of good taste or common sense. And even then, some of my approaches might be debatable according to those rules.

"My main concern is to get this bank across as it is: composed of savvy, tolerant, well-rounded people who like other people and want to help them. Our ads poke fun at life, at us, and at sacred cows. We want people to know that we are 'regular'—unstuffy family beings like themselves. I want the corporate image to be the Bimsons' personalities as we see them . . . men who would be 'at home' in any situation and place.

"With the Bimsons cheering me on, bragging about our ads on various occasions, never criticizing (even when it is due), I am that fortunate fellow living in an academic freedom that permits my better efforts to appear as is—without emasculating committee-cutting, the account exec's verboten, the 'careful, now, boys' who think we had better play it safer—and duller.

■ "All my life," says Mr. Reade, "I have liked ads that had personality—somebody's personality. And I'm still stubborn enough to run ads I like, instead of what I think Starch likes."

A careful student of advertising and advertising writers, Mr. Reade says "Clyde Bedell impresses me most, but I can't yet accept him as the second Messiah. He makes uncommonly good sense, but he'd take all the *fun* out of the business. And fun shows through—reflecting a happy bank.

"'Resist the usual,' of Y&R, is burnt into my mind. And Hal Stebbins is the hair-shirt I wear consciously: 'You don't have to be dull to be sincere. To say the commonplace with charm isn't a crime—it's a gift.'"

■ Raymond Rubicam, one of the founders of Young & Rubicam, who retired 10 or 11 years ago and is a Phoenix resident, is one of the directors of Valley National Bank, but makes no effort to influence its advertising in any way. Nevertheless, "just knowing he is there" keeps the advertising manager on his toes, Mr. Reade says. #

A PLUS VALUE IN FRENCH CANADA...

Largest French Rotogravure Circulation

Montreal

LA PRESSE
ROTOGRAVURE

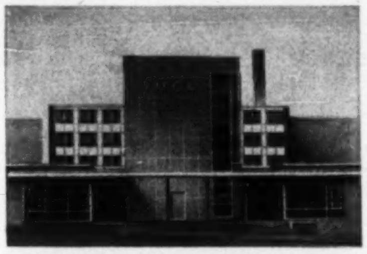
le 23

An Enlarged
ROTOGRAVURE SUPPLEMENT
32 PAGES
MORE COLOR • MORE PICTURES
GREATER READERSHIP

LA PRESSE

Head Office: Montreal, Canada
U.S. Representatives: Shannon & Associates Inc.

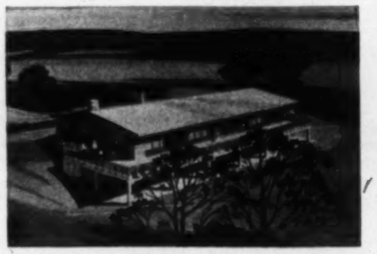
The Greatest Selling Force in French Canada



Besides a championship pool and gym, and complete health and recreational facilities, this magnificent new Utica YMCA has living accommodations for some 90 member-guests on its upper three floors.

This new North-South Arterial is one of four such expressways planned for the Utica area. When completed, the arterial will measure 7¼ miles, and will have been built at a cost of nearly $16,000,000.

This new airport building, costing $3,000,000 and containing 139,000 sq. ft. of space, is HQ for the Mohawk Airlines network, which serves 6 states and last year flew over 87 million passenger miles.



Utica has some of the finest park and recreational facilities in the nation. The new air-conditioned clubhouse of the scenic Valley-View Municipal Golf Course, sketch above, will be completed about Aug. 1.

THE UTICA STORY

IN CIVIC PROGRESS . . .

The past few years have witnessed a steady procession of industrial and residential building in the thriving Utica, N. Y., community. Dozens of new plants and acres of new residences have given today's Utica a "new look," which accurately reflects the city's vitality and new spirit of progressiveness.

But not all the progress is in "bread and butter" building! New projects such as the ones shown here — designed primarily for convenience and enjoyment — are typical of an areawide "retooling" program that has cost over $25,000,000 in *civic improvements alone!*

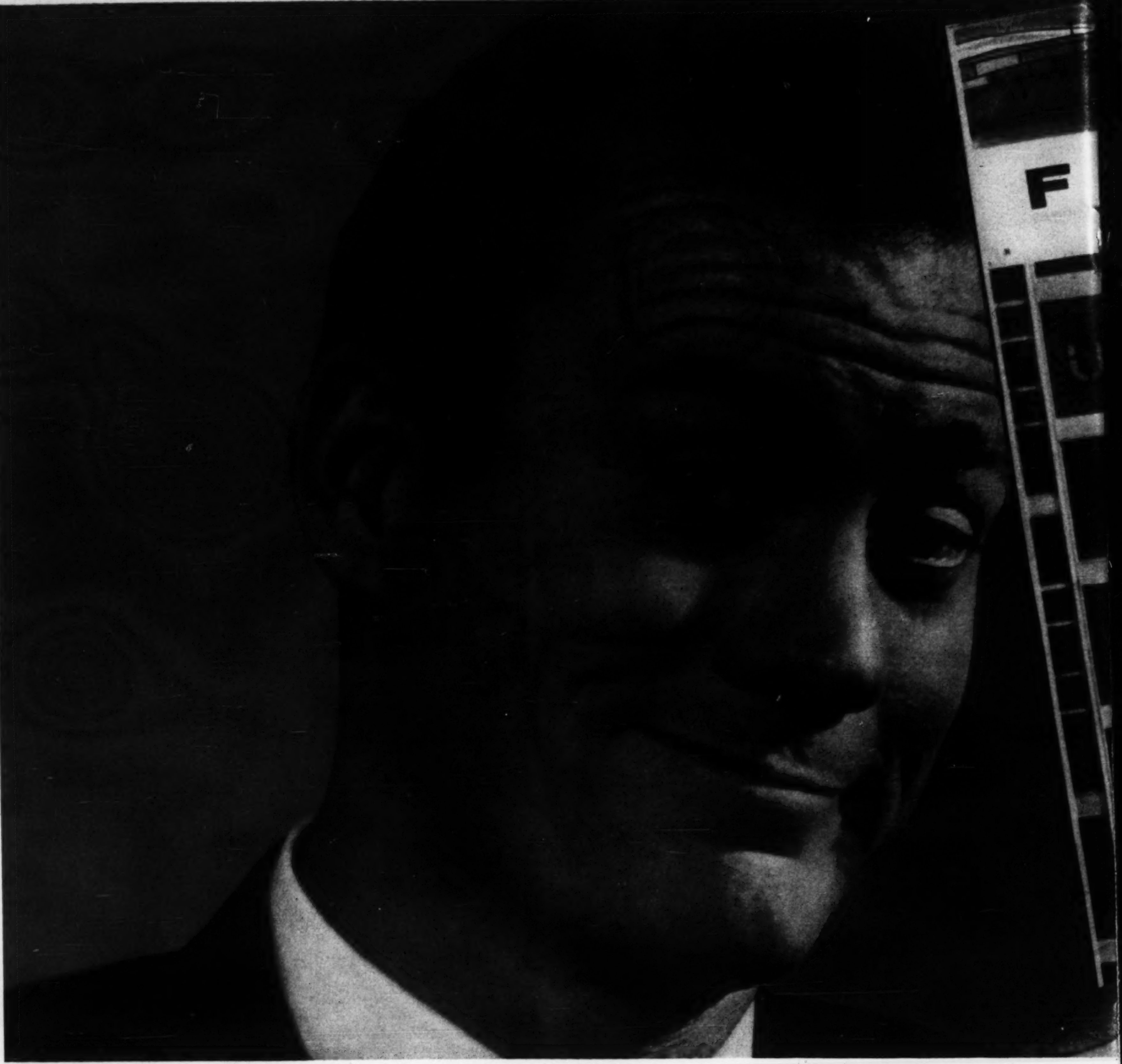
It is a fact that Utica has taken the lead in economic, cultural and civic development . . . just as its Pulitzer Prize newspapers have taken the lead in behalf of honesty and integrity in community affairs.

It's a fact, too, that dynamic growth like this truly bespeaks a dynamic market. If you haven't looked into the Utica Story recently, ask your Gannett Advertising Sales representative for the facts and figures now.

The 1959 Winners of
the Pulitzer Gold Medal
for Meritorious Public Service

THE UTICA DAILY PRESS (Morning)
THE UTICA OBSERVER-DISPATCH (Evening & Sunday)
MEMBERS OF THE GANNETT GROUP OF NEWSPAPERS

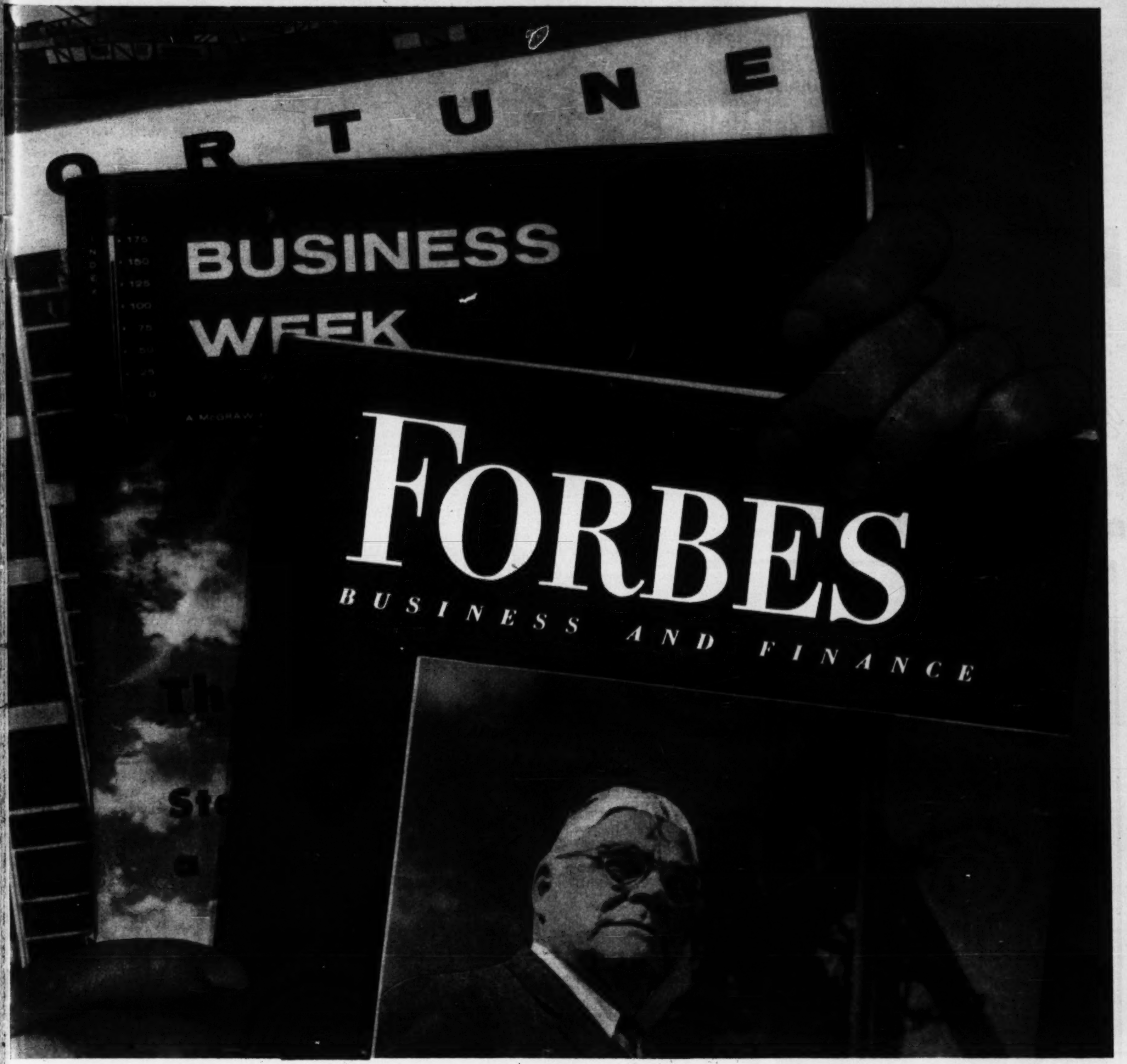
Gannett Advertising Sales, Inc., offices in:
New York Syracuse Chicago San Francisco Detroit Hartford



TOP BUSINESS MEN? I'VE

Just look at the awesome *power* of America's three major business-management magazines! Together they deliver "The Vital Million," the greatest concentration of purchasing power offered by any magazine field today. They give you concentrated readership among the men who make the decision to buy from you, or your competitor!

Look how *flexibly* you can reach "The Vital Million." Forbes is a semi-monthly—Fortune a monthly—Business Week a weekly. Talk to these key executives all through the month. Get the benefit of precision timing and repeat impressions in the magazines they read and respect.



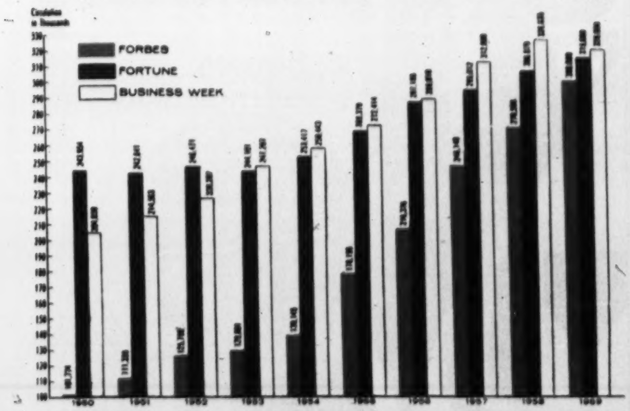
GOT A MILLION OF 'EM!

See how *inexpensively* you can talk to "The Vital Million." For a little over $10,000 you can have a black-and-white full page advertisement in all three magazines (that cost figure is based on the one-time rates), and reach the men in a position to make a buying decision!

Here you can buy power-your story delivered directly to "The Vital Million." Here you can buy efficient, concentrated circulation that penetrates your market. Harness this potent selling force to your advertising program! For the full story of "The Vital Million," contact your Forbes representative. FORBES Magazine. 70 Fifth Avenue, N. Y. C.

CIRCULATION RECORD 1950 – JULY 1959

CIRCULATION FIGURES FROM DEC. 31 A.B.C. PUBLISHER'S STATEMENTS



YOU NEED ALL OF THIS CIRCULATION TO REACH THE VITAL MILLION!

Forbes Representatives — **Chicago:** 360 No. Michigan Ave. **Cleveland:** 562 Hanna Bldg. **Dallas:** 1416 Commerce St. **Los Angeles:** The Menne Co., 711 S. Vermont Ave. **San Francisco:** The Menne Co., 114 Sansome St.

Caskey Named President

William B. Caskey, formerly exec vp of WPEN, Philadelphia, has been named president of WSAI, Cincinnati, and of WALT, Tampa, Fla., two stations recently acquired by Consolidated Sun Ray Inc., Philadelphia, which also owns WPEN. Frank Knorr Jr., formerly president of WPKM, Tampa, has been named vp and general manager of WALT; Howard Eicher continues as vp and general manager of WSAI.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

RCA Victor Sets Get $5,000,000 Push in 2nd Half

NEW YORK, June 30—RCA Victor will pour an estimated $5,000,000 into advertising during the second half of 1959 to introduce its Newsmaker line of television sets, radios and stereophonic instruments. This estimated expenditure is 25% greater than that for the corresponding period of 1958.

Contrary to industry tradition, RCA will introduce its new line—the largest in the company's history—through local co-op advertising and follow this up with a heavy national campaign. This move will give RCA distributors a chance to promote the new products going on display in July, Jack M. Williams, manager of advertising and sales promotion for RCA Victor home instruments, explained. National advertising will break with the beginning of the fall selling season early in September. Mr. Williams said the national campaign would include:

- **Magazines**—RCA's magazine budget will get a sizable boost over the '58 level. A total of over 95 pages of advertising, most of it in four colors, is scheduled for *Cue, Ebony, Extension, Holiday, House Beautiful, House & Garden, Life, Reader's Digest, Scholastic Magazines, Seventeen, Sports Illustrated, Sunset Magazine, The New Yorker, Time* and *TV Guide*. The company will also run a 14-page, four-color catalog of all of its products in the Nov. 23 issue of *Life*. A four-color, three-page cover gatefold in the annual football issue of *Sports Illustrated* on Sept. 21 will feature NBC-TV's expanded schedule of sports colorcasts as a lure for potential color set buyers.

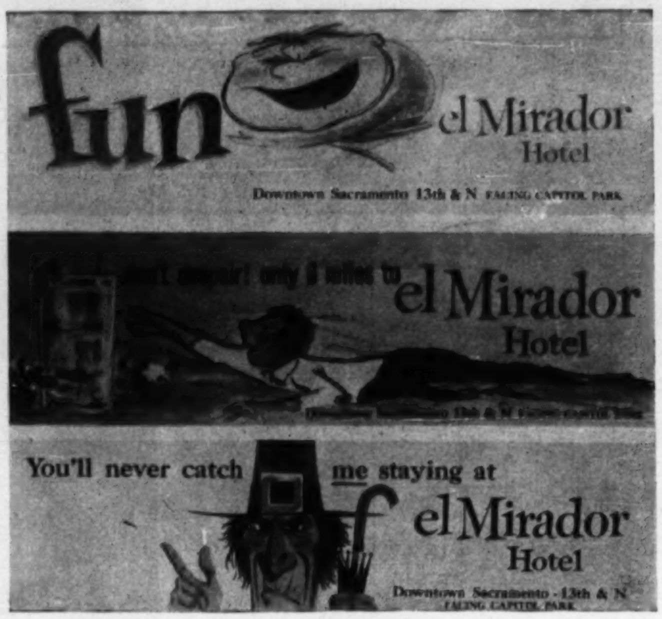
- **Television**—RCA Victor has bought into three new color shows on NBC-TV for the fall. The company will sponsor six alternate weeks of "Bonanza," an hour western slotted for Saturdays, and six half-hours of "Sunday Showcase," with programs to be selected later. Completing the network tv lineup as set to date is half-sponsorship of Somerset Maugham's "The Moon and Sixpence," a 90-minute special, starring Lawrence Olivier, to be aired on Nov. 20.

- **Radio**—A new musical commercial, written for RCA Victor by Raymond Scott and played by his orchestra and chorus, will be used on NBC Radio's weekend "Monitor" as well as on radio spots.

- **Business publications**—A total of 42 color pages will be placed in *Electrical Merchandising, Home Furnishings Daily* and *Mart*.

On the local level, distributors and dealers will be supplied with a wider variety than ever of co-op materials, including newspaper mats, slides and films for tv commercials, scripts for radio, outdoor posters, and sales promotion aids such as window and floor displays, wall charts and banners.

This fall drive will be placed through Kenyon & Eckhardt.


fun
el Mirador Hotel
Downtown Sacramento 13th & N FACING CAPITOL PARK
el Mirador Hotel
You'll never catch me staying at
el Mirador Hotel
Downtown Sacramento - 13th & N FACING CAPITOL PARK

FUN—*Honig-Cooper, Harrington & Miner, San Francisco, prepared these off-beat outdoor posters for Sacramento's El Mirador Hotel. Each of the posters is to be posted for four months, with the Puritan leading off. A 13-week run of tv spots plus small-space ads in San Francisco and Los Angeles dailies complements the outdoor postings.*

MAGNAVOX FALL PUSH SET AT $2,000,000

NEW YORK, June 30—Magnavox Co. will spend an estimated $1,500,000 in spot radio and television in the fall to promote its new line of tv sets and stereophonic high fidelity equipment introduced at the National Assn. of Music Merchants trade show here last week.

An additional $600,000 will go to magazines and newspapers. On the consumer magazine list are *Esquire, Holiday, House Beautiful, House & Garden, Life, Look, Newsweek, Sunset Magazine, The New Yorker, The Saturday Evening Post, Time, Town & Country, U. S. News & World Report* and *Vogue*.

■ The lineup of business magazines consists of *Electrical Merchandising, Home Furnishings Daily, Mart, Music Trades, Musical Merchandise Review, NARDA News* and *Piano Trades*.

The remainder of the national print budget will go to approximately 50 newspapers. Additional money will be spent in newspapers on a co-op arrangement with distributors and dealers.

The fall advertising will be placed through McCann-Erickson and its subsidiary, Marschalk & Pratt. #

Capitol Records Names Neale Agency for Phonographs

Capitol Records Inc., Hollywood, will advertise its new line of Capitol FDS full dimensional sound stereo phonographs with page ads in *Electrical Merchandising, Home Furnishings Daily* and *Mart*. Neale Advertising Associates, Los Angeles, has been appointed to handle advertising for the phonographs. Young & Rubicam, Los Angeles, continues to handle the rest of Capitol Records advertising.

Lyon Leaves AMA to Join Bates

Robert J. Lyon has resigned as advertising manager of all publications of the American Medical Assn., Chicago, to join Ted Bates & Co., New York, as an account supervisor, effective Aug. 1. Mr. Lyon has been with the AMA since 1947. Russ Clark, director of the AMA's business division, will temporarily assume duties formerly handled by Mr. Lyon until a successor is appointed within the "next 30-60 days."

Branham Boosts Stapleton

Branham Co., newspaper and radio-tv station representative, has appointed Frank Stapleton, with the company since 1940, its eastern division sales manager in New York. Branham also has named William E. Bonham, formerly with the *Dallas News*, an account executive in its Dallas office. WGST, Atlanta, has named Branham its national representative.

Cran Appointed at CFRB

W. C. Thornton Cran has been named president and director of Standard Radio and Rogers Radio Broadcasting Co., which own CFRB, Toronto. Mr. Cran is replacing retiring J. Elsworth Rogers, who will continue as director and consultant with the companies. Mr. Cran formerly was director of Canadian activities for Decca Radar Co. and Decca Navigator Co.

ABC Radio Adds Six

Six former independent stations have affiliated with ABC Radio. They are WOLF, Syracuse; WTKO, Ithaca, N. Y.; KEDO, Longview, Wash.; KUMA, Pendleton, Ore.; KIBS, Bishop, Cal.; and KSIM, Salem, Ore. ABC's previous affiliate in the Syracuse area was WFBL.

THEY DIG WCAU MORE...

More different families tune to WCAU daily and weekly than to any other station in Philadelphia.* Whether you sell garden supplies, gas, or batteries—Pennsylvania is a fertile summer market. And WCAU's 18 top local personalities plant your message so it really takes root. All the way from the Poconos to Delaware Bay, WCAU is a constant travelling companion. Where it goes—so will your product. Don't let your inventory go to seed. Rake in sales on our influence.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

A Technique for Producing IDEAS

A Technique for Producing Ideas
James Webb Young

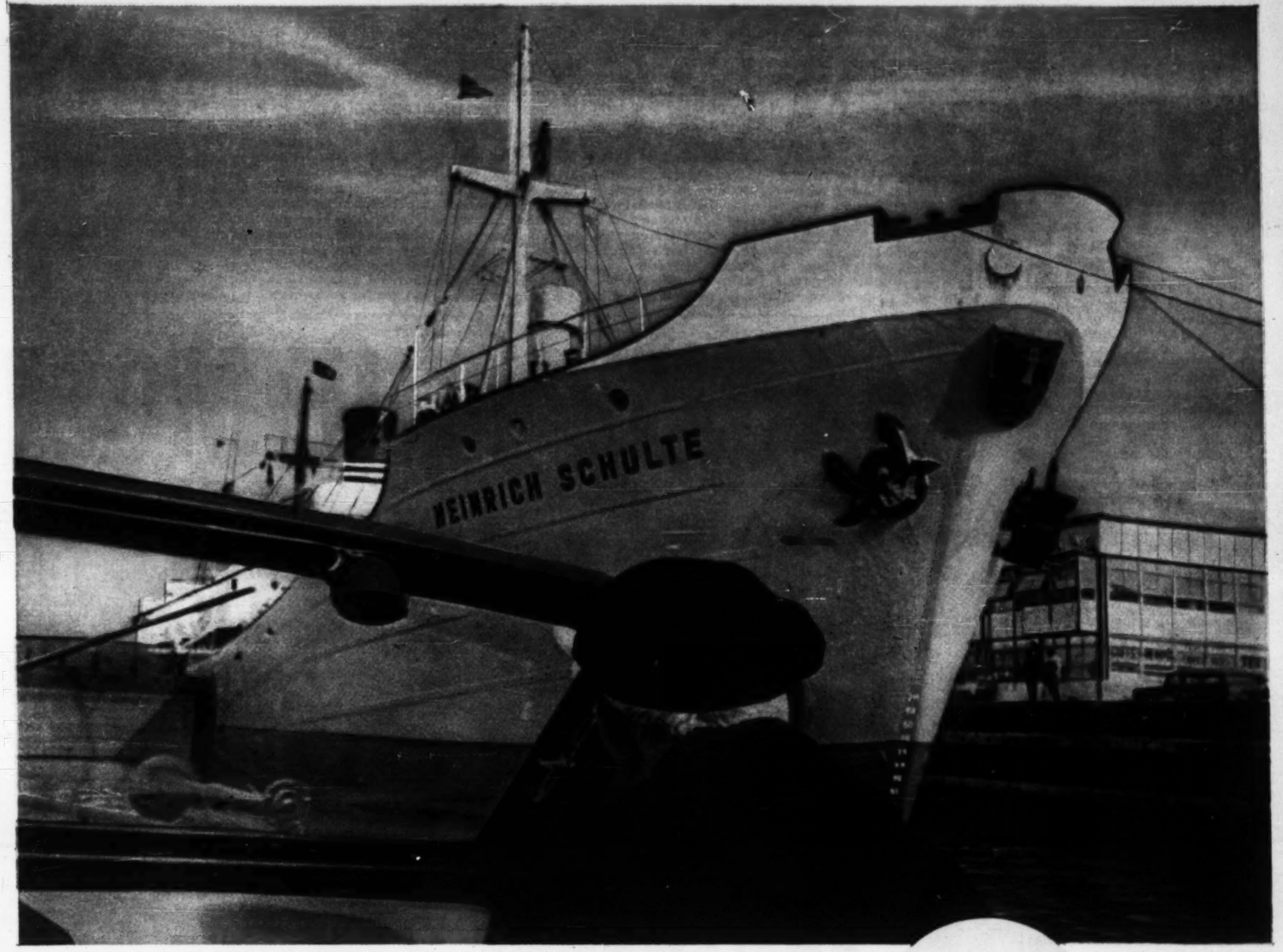
Where do the moneymaking ideas come from—these ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department



THIS IS THE NEW CHICAGO—WHERE GREAT THINGS ARE HAPPENING!

Now the ships that sail the seven seas come to Chicago's shore! This, the opening of the St. Lawrence Seaway, is certainly one of the greatest things happening in Chicago.

This city has grown to greatness as a transportation center. First it was a portage for canoe traffic, then the roads found their way west from Chicago, the railroads formed a great web with Chicago as its hub, then the airlines. Always an inland seaport, now Chicago comes upon the horizon of new greatness as a port of call for ocean-going vessels. The opening of the seaway puts this city on the map in as important a way as the introduction of jets to our sky lanes.

Reporting Chicago's growth and greatness is the business of the Chicago Sun-Times. With its new plant, new presses, and increasing stature in newspaper circles, the Sun-Times is, moreover, doing its part to add to the importance and development of the community it serves.

The Chicago Sun-Times does more than report the great things that are happening here — it is one of the fact that is contributing to Chicago's new role in the world.

THIS IS THE NEW SUN-TIMES—WHERE GREAT THINGS ARE HAPPENING

Sixteenth in a series

Dorothy Shaver, 66, Lord & Taylor Head, Top Marketer, Dies

HUDSON, N. Y., June 30—Dorothy Shaver, 66, president of the Lord & Taylor department store, New York, the first woman ever elected to head so large a corporation, died in Columbia Memorial Hospital, following a stroke June 28. Miss Shaver had been in poor health since December and was on vacation at her country home near here when she was stricken.

Born in Center Point, Ark., she attended the University of Arkansas and the University of Chicago. She left the latter institution before receiving her degree, to accompany her sister, Elsie, an artist, to New York. Elsie amused herself, between stints of serious painting, by making impish rag dolls. Friends and acquaintances bought them.

Dorothy Shaver, reputedly an instinctive saleswoman, sold an order of dolls to Lord & Taylor, and they became something of a fad. Later, she opened a shop and sold the dolls as fast as Elsie and her artist friends could make them. The business prospered.

"I learned by trial and error," Miss Shaver said later. "Friends came by at night and showed me how to keep books. I found out I had a sense of organization, and we made a fortune."

■ Lord & Taylor was so impressed it offered Miss Shaver a job as head of its comparison shopping bureau in 1924. She continued to impress the store management, was made a member of the board of directors in 1927, was named a vp in 1931 and was made 1st vp in 1937. She was elected president in December, 1945.

The following year she became the first woman member of the board of directors of Associated Dry Goods Corp., of which Lord & Taylor is a division.

During her tenure as president of Lord & Taylor, Miss Shaver made retail merchandising history. She challenged Parisian domination of fashion and helped to develop native American designing talent. She instituted departments featuring clothes sized and styled especially for young women. She opened six suburban stores. She assisted in the establishment of the costume institute at the Metropolitan Museum of Art, and became chairman of the institute's executive committee. She also became a member of the museum's board of trustees.

In 1937, Miss Shaver established Lord & Taylor awards of $1,000 each to be presented annually to four men and women for creative achievement.

■ She received many awards herself, notably, honorary degrees from New York University and Syracuse University and Russell Sage, Bates and Lafayette Colleges. She received the Cross of Chevalier in the French Legion of Honor from the French government and the Star of Solidarity from the Italian government. She also received awards from the National Conference of Christians and Jews, the Society of New York Dress Designers, the American Women's Assn., and the American Schools & Colleges Assn. She was voted the outstanding woman in business by the Associated Press in 1946 and 1947.

JAMES S. SULLIVAN

NEW YORK, June 30—James S. Sullivan, 81, retired circulation director of the *New York Daily News*, died yesterday at his home here after a long illness. He suffered a stroke a month ago. He became the first circulation director of the *Daily News* in 1919 and held the position until he retired in 1932. Before coming to New York, Mr. Sullivan was with the *Chicago Tribune;* in 1915 he took a leading part in helping to launch that newspaper's Paris edition.

RICHARD M. HOLSTEN

NEW YORK, June 30—Richard M. Holsten, 60, a former vp and account executive with Sterling Advertising Agency, died June 28 in Veterans Administration Hospital here after an extended illness.

Born here, Mr. Holsten spent most of his career in the ladies' garment industry. He joined the Sterling agency about 1934. During World War II he served as a major in the Marine Corps for two years; he returned to the agency for a short time before resigning to become sales manager of Hanny, Fredericks Co., women's coat manufacturer. He had been retired for the past two years.

GLENN E. McCORMICK

SALEM, ORE., June 30—Glenn E. McCormick, 59, owner and manager of KSLM, Salem, since April, 1944 and owner of a half-interest in KYOS, Merced, Cal., died June 23 of injuries suffered in an automobile accident the preceding night. Mr. McCormick at various times had owned radio stations in Baker, Corvallis and Eugene, Ore., and Chehalis, Wash. In 1945 and 1946 he was president of the Oregon State Broadcasters Assn.

THOMAS L. KANE

PHILADELPHIA, June 30—Thomas L. Kane, retired vp and director of Chilton Co., died June 14. He was 70.

Mr. Kane worked with Butterick and McCall before joining Chilton in 1926. At Chilton, he was publisher of *The Spectator*, an insurance magazine, and later was publisher of *The Iron Age*. He left Chilton in 1949 and went to Washington to work for the government. He was named to the post of director of insurance, which was established by the government to coordinate insurance policies and reduce insurance procedures and costs for the Armed Forces.

LEON F. HUSSEY

CLEVELAND, June 30—Leon F. Hussey, 74, a former vp of Fuller & Smith & Ross, died in St. Luke's Hospital June 20. Mr. Hussey was vp in charge of research when he retired 10 years ago. He had been with the agency 25 years. He was a skilled violinist and once played with an amateur symphony orchestra in suburban Shaker Heights.

USE "THE MOST

Because . . .

A "MOST USEFUL"
EDITORIAL PRODUCT HAS
CREATED A SUPERIOR
ADVERTISING MEDIUM

Dailies' Linage Is Up 9% in May; Some Groupings Rise 20%

New York, June 30—Newspaper linage in May was 263,826,307 lines, up 9.5% over linage in May, 1958, according to Media Records' check of newspapers in 52 cities. Linage for the first five months of '59 was 1.1 billion lines, up 5.8% above the previous year.

Biggest gains in May were reported in the automotive, classified, and financial classifications. Automotive linage was 16,603,370 lines, up 20.9% over last year. Classified was reported at 68,279,161 lines, a 20.3% gain. Financial, at 4,090,970 lines, was up 19.8% over linage in May, '58.

Other gains in May were reported for retail, including department stores (5.3%); department store (7.7%); general (2.6%) and total display (6.2%). #

G. Krueger Sets New Push

G. Krueger Brewing Co., Newark, will break a new campaign for its Ambassador beer in July in 23 northern New Jersey newspapers. A radio saturation campaign will continue. "More beer in your beer" is the theme of the push. Grey Advertising Agency, New York, is the agency.

Kalbfus Joins Johnson Motors

Thomas B. Kalbfus has joined Johnson Motors, Waukegan, Ill., as director of sales and advertising. Mr. Kalbfus, formerly general sales manager of Westinghouse's radio-tv division at Metuchen, N. J., succeeds William H. Jones, who will retire in October.

Continental Sets Campaign

Continental Can Co., New York, will run a consumer campaign this summer for its Bondware line of paper plates and cups, headed by three color ads in *Life*. Batten, Barton, Durstine & Osborn is the agency.

Kroger Names Anderson

Kroger Co., food store chain, has appointed Edward T. Anderson Jr., formerly advertising assistant, as advertising and sales promotion manager for the Peoria, Ill., division.

Harris, Weinstein Adds One

Georgia Shoe Mfg. Co., Flowery Branch, Ga., has named Harris & Weinstein Associates, Atlanta, as its agency.

GUFFAW—*Clyde Bedell (right), retail ad consultant and AA columnist, gets a laugh out of a story told by Roy Thompson, Canadian and Scots newspaper and tv magnate. Mr. Bedell was in London giving a series of lectures to British agency executives.*

Verdi Aria Goes to Work Selling Pizza

New York, July 1—This is to give fair warning to the opera lovers' protective society.

Madison Ave. has now helped itself to the music of Giuseppi Verdi. And, of all things, the famed aria from "Rigoletto," "La Donna E Mobile," has been taped to sound the praises of a dish from Verdi's native land—Dorann's frozen pizza.

Zlowe Co., the agency which put this radio campaign together, is so pleased with the idea that it sent out a release on the jingle which it said would "give Verdi a new lease on immortality."

Jose Duval, an operatic tenor, sings such lyrics as: "If you're a pizza fan, then you will love Dorann." The jingle is now being broadcast in New York. It will be scheduled in other markets later. #

Ruckhaus Joins Color Corp.

Gerry F. Ruckhaus, formerly traffic supervisor, Batten, Barton, Durstine & Osborn, New York, has joined Color Corp. of America, New York, as advertising and sales promotion manager.

Elgin Promotes Koch

William E. Koch, national sales manager of Elgin National Watch Co., Elgin, Ill., has been appointed vp for marketing of Elgin's watch division. He has been with the company 17 years.

USEFUL ONE" MOST

THE WALL STREET JOURNAL.

What's News—

Everywhere
and Every Time,
Executives Say:
"THIS ONE IS
THE MOST
USEFUL ONE,"
when comparing
all Newspapers
and Magazines.

st

Published at:

Eastern Edition
NEW YORK & WASHINGTON, D. C.
44 Broad St. • 1015 14th St., N.W.

Midwest Edition
CHICAGO
711 W. Monroe St.

Southwest Edition
DALLAS
911 Young St.

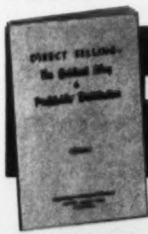
Pacific Coast Edition
SAN FRANCISCO
1540 Market St.

TODAY AND TOMORROW
THIS IS THE ONE
FOR "GETTING AHEAD
IN BUSINESS."

©Dow Jones & Company, Inc. 1959

WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand.



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution." It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 850 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list!
(or phone, it's quicker)

* QUANTITY PHOTO CO.

119 W. Hubbard St., Chicago 10, Ill
SUperior 7-8288

Petry Named to Represent All Transcontinent Stations

Edward Petry & Co. has been named to represent all the radio and tv stations of Transcontinent Television Corp., New York, effective July 1. The FCC approved the merger of this six-station group with Marietta Broadcasting's three stations May 13. Jack Wrather, Marietta president, and Edward Petry & Co., a major owner in Marietta, now reportedly hold 34.81% of the stock of the merged company, which is being operated under the Transcontinent name. The three West Coast Marietta stations already are handled by Petry.

Shifting to Petry are the six original members of the Transcontinent group: WGR and WGR-TV, Buffalo; WROC-TV, Rochester, N. Y.; WSVA and WSVA-TV, Harrisonburg, Va., and WNEP-TV, Scranton, Pa. All except the latter, which was handled by Avery-Knodel, are currently represented by Peters, Griffin, Woodward.

Miles Names Henderson

Miles Products, division of Miles Laboratories, Elkhart, Ind., has appointed Henderson Advertising Agency, Greenville, S.C., to handle advertising for its new products. Wade Advertising continues to handle advertising for Alka-Seltzer, Bactine, One-A-Day vitamins, and Miles Nervine.

STUVWXYZ
THANKS MEDIA
FOR YOUR GENEROUS SUPPORT OF B&B's 'BETTER SCHOOLS' CAMPAIGN
...ANOTHER VITAL PROJECT OF THE ADVERTISING COUNCIL
Here are the results you've helped us achieve in 10 years—
'Better Schools' now receives 5000 inquiries per month
Local citizens committees have increased from 17 to 17,000
PTA membership has grown from 4 to 11 million
670,000 new classrooms have been built
MORE PEOPLE THAN EVER BEFORE ARE INTERESTED IN BETTER SCHOOLS —AND DOING SOMETHING ABOUT IT
WITH YOUR HELP, WE HOPE THE CURRENT CAMPAIGN DISPLAYED HERE WILL MAKE
SEE DISPLAY—

THANKS MEDIA—*Part of Ad Council Week at Benton & Bowles is this display thanking media for its support of the Better Schools campaign, which the agency handles. Here Lee Rich, media vp, deposits a coupon making him eligible for a drawing for a Savings Bond—the drawing being one of several devices which were used to generate interest in the various displays.*

Jingle Competition Offers 'Double Larks' as Prizes

A. E. Staley Mfg. Co., Decatur, Ill., manufacturer of Sta-Flo and Sta-Puf laundry products, is offering 20 Studebaker Larks as the grand "double" prizes to be awarded to each of the 10 top winners of a jingle contest this summer. The "double Lark" prize consists of a sedan for the husband and a station wagon for the wife. National promotion for the six-week competition based on a his and hers theme will include radio and television advertising, and magazines, newspapers and independent supplements will carry color ads. Special prizes will be given for outstanding store promotions featuring Lark displays.

Erwin Wasey, Ruthrauff & Ryan is the Staley agency.

Lynn-Western Gets 5 Accounts

Pacific Moulded Products Co., Packaging Corp. of America, and Pan Asiatic Trading Co., all of Los Angeles; General Sound Control Inc., Hollydale, Cal., and Turbocraft Inc., Pasadena, Cal., have named Lynn-Western/Kay-Christopher, Los Angeles, to handle their advertising and public relations.

Benton & Bowles Stages Intramural Push for Ad Council

NEW YORK, June 30—Benton & Bowles recently gave a five-day salute to the Advertising Council.

A full-scale promotion—complete with teaser mailings, memos, displays and prizes—was presented to acquaint every member of the agency with the council's work.

Instigator of the agency's first Advertising Council Week was William R. Baker Jr., board chairman, and a director of the council. "We're trying to do something about the old complaint that the people in advertising do not realize what the Ad Council does," he told ADVERTISING AGE.

■ "The council is the most important pr arm of the advertising business. And playing up its good work is one of the best ways to counteract the 'other' kind of reputation that advertising has," he said.

Work on Ad Council Week started two months ago when it was assigned to Mrs. Annette Talbert, vp, and her copy group. The promotion itself started June 12 when bogus checks were distributed to the entire agency payroll.

Displays were put up on two floors of the agency. On the art, copy and production floor, four walls were devoted to displays describing the council and each one of its current campaigns. On the media department floor, the display was devoted to the Better Schools campaign which Benton & Bowles has handled ever since its inception ten years ago. The display also thanked media for its support.

■ As further incentive for staffers to visit the displays each employe was given coupons to deposit in boxes at each display. At the end of the week, drawings for $25 savings bonds were held at each box.

Ad Council literature was also circulated to the staff with memos from Mr. Baker. Wall plaques, posters and table tent cards were placed about the agency—and even the elevator signal lights were bedecked with Ad Council project symbols. #

Reed/Warren Names Three

Guido R. di Giuseppe has joined Reed/Warren Advertising, Philadelphia, as an associate art director, and James J. Mullahy has joined the public relations staff. Norman S.S. MacAfee, who has been with the agency six months, has been named grocery product merchandising director. Mr. di Guiseppe was formerly with Maxwell Associates, and Mr. Mullahy was formerly advertising manager of Samuel T. Freeman & Co. Reed/Warren has also been appointed to handle advertising for Crescent Ink & Color Co., Philadelphia

Names Norman K. Matheson

Cluett, Peabody & Co., New York, has appointed Norman K. Matheson director of sales promotion. Mr. Matheson joined the Canadian subsidiary of Cluett, Peabody & Co. of Canada Ltd.

THEY BITE MORE OF OUR LISTENERS...

More different families listen daily and weekly to WCAU than to any other station in town.* So if you sell insecticides, choose the station that most effectively sprays the entire Pennsylvania vacation area. Remember, when Philadelphians head for the Poconos, they never go alone. WCAU's 18 top local personalities go along. Whatever you sell—soup, soap or silk stockings—don't get stung with a large summer inventory. Get the biggest bite of the market with WCAU.

*LATEST CUMULATIVE PULSE ANALYSIS.

WCAU RADIO PHILADELPHIA
Represented by CBS Radio Spot Sales

THE SCHOOL BELL AWARD
PARENTS' MAGAZINE
FOR DISTINGUISHED SERVICE IN THE INTERPRETATION OF EDUCATION

PARENTS' MAGAZINE RINGS THE BELL!

FURTHER recognition of the editorial excellence of Parents' Magazine has just come at the National Education Association meeting in St. Louis, Mo.

The coveted School Bell Award was presented to Parents' Magazine "for distinguished comprehensive coverage of education through a special issue published during the school year 1958-59 by a monthly magazine of general circulation."

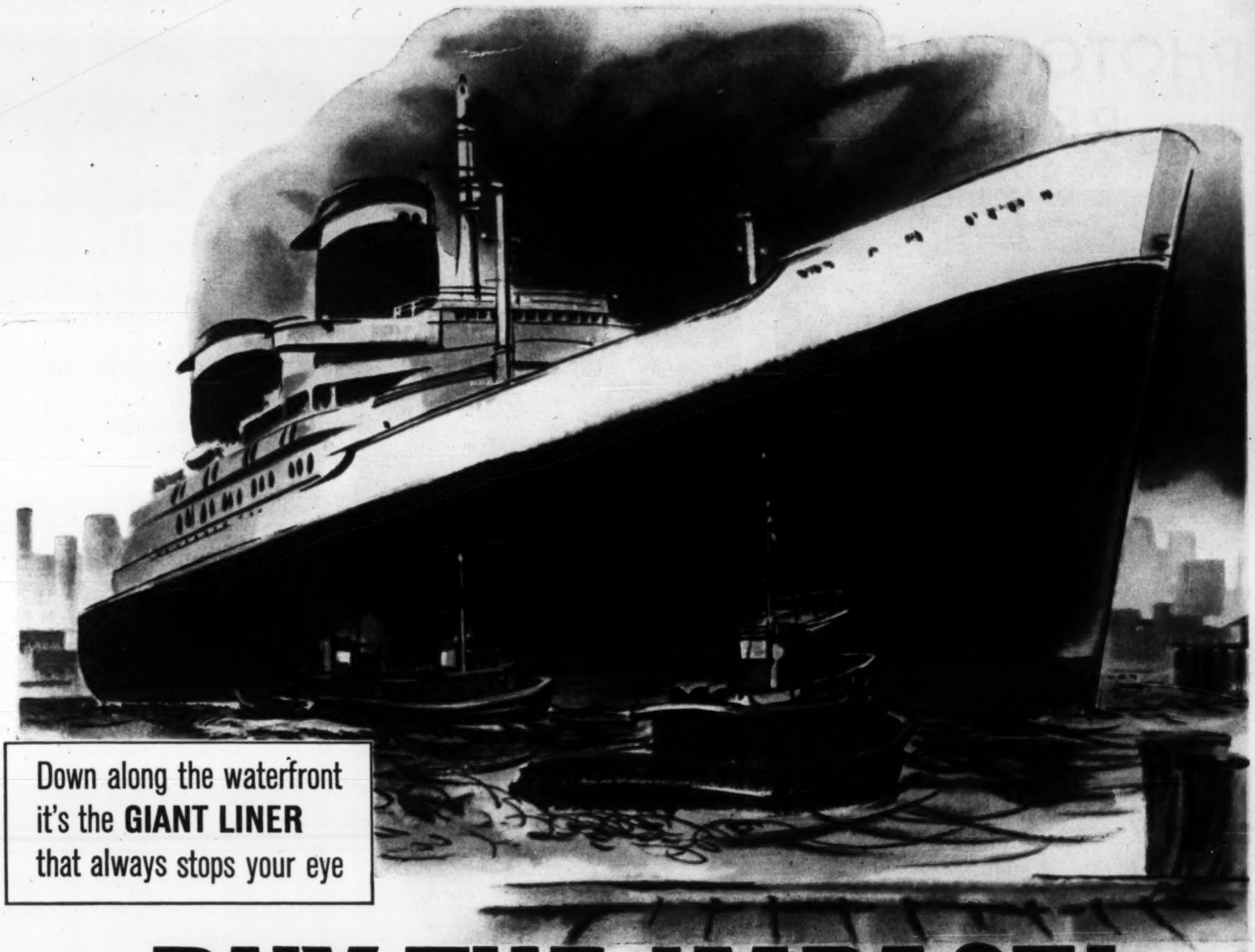
Last year the special issue was devoted to "U. S. Schools." This October, Parents' will publish another special issue...devoted to "Family Health"...and following the same high editorial standards that brought it this Award.

PARENTS' MAGAZINE
1,800,000 CIRCULATION...EXCLUSIVELY AMONG FAMILIES WITH CHILDREN!

Need Source Material For a Campaign?

Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS



Down along the waterfront
it's the **GIANT LINER**
that always stops your eye

BUY THE IMPACT!
BUY PUCK!

Watch a giant liner dock. The sheer size of one of these ocean mammoths grips and holds your interest. Bigness in itself is always impressive. It invariably breaks through indifference to compel attention. PUCK's giant-sized, full-color pages give your advertising more "can't-be-missed" *IMPACT*... especially in an important segment of the young, adult market... than you can buy for equal money in any magazine. *In the vital 18-to-34-year age group in which families are largest, PUCK packs an* IMPACT *that gives your advertising a higher percentage of these free-spending, young readers than you can buy for equal money in any general magazine.*

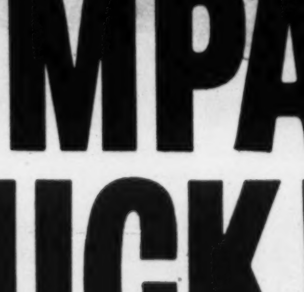
*Ad size of digest type page

*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

**Pages illustrated above are scaled to proportionate size.*

"What fools these Mortals be!"
PUCK
The Comic Weekly



THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

PHOTOGRAPHIC REVIEW

So GOOD Together
Knudsen

Heintz **Knudsen** **Long**

BEST DAIRY AD—*Thomas R. Knudsen, Knudsen Creamery Co., Los Angeles, accepts the Milk Industry Foundation's first national award for the most outstanding newspaper advertising of dairy products from John B. Long, general manager, California Newspaper Publishers Assn., at a meeting of the Advertising Club of Los Angeles. Carl Heintz Sr., Heintz & Co., Knudsen agency, holds one of the four-color ads which helped win the award for Knudsen for the third consecutive year.*

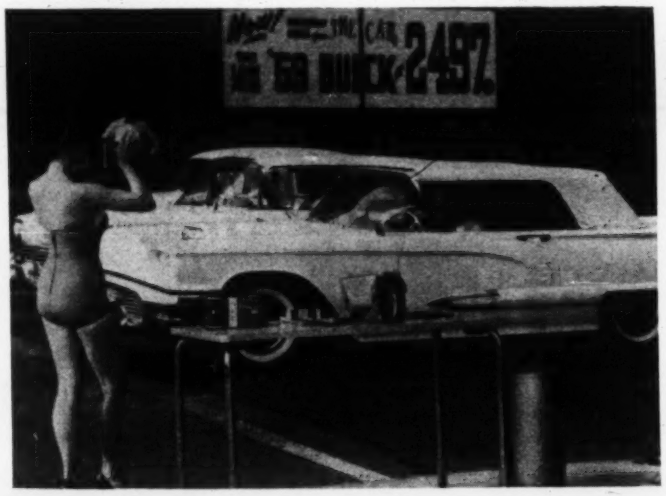
OUTDOORS G
A WORLD-WIDE CONGRESS
OF
Outdoor Advertising
TORONTO - CANADA
JULY 11-16, 1960

Hook **Robson** **Williamson** **Gould** **Mair**

PLANNING COMMITTEE—*Nancy Robson, Etobicoke, Ont., recently selected Outdoors Girl of Canada, poses with some of the members of the Poster Advertising Assn. of Canada as they formulate plans for the International Congress on Outdoor Advertising. They are Watson Hook, president, Hook Signs Ltd., Calgary, and chairman of the congress; W. H. Williamson, E. L. Ruddy Co., Toronto; John Gould, Gould-Leslie Ltd., Brantford, Ont., and Mace Mair, general manager, Poster Advertising Assn. of Canada, Toronto. The congress will take place July 11 to 16, 1960.*

Gentile **Mulder** **Steelman** **Olson** **Loepp** **Kenyon** **Yoder**
Reichard **Van Wagoner** **Blatchford** **Anderson**

OFFICERS AND DIRECTORS—*Robert Blatchford, Gray & Kilgore, has been elected president of the Industrial Marketers of Detroit. Other officers elected are John Van Wagoner, Wolverine Tube division, Calumet & Hecla, 1st vp; William Reichard, American Machinist, 3rd vp; Jack Steelman, Purchasing, secretary; Marv Olson, New Equipment Digest, treasurer; Carl Anderson, Crawford Door Co., past president. Directors elected were James Gentile, D. P. Brother & Co.; William Mulder, Iron Age; Robert Loepp, Bull-Dog electric products division, I-T-E Circuit Breaker Co.; William Kenyon, Fortune; Jack Yoder, Oil & Gas Journal. Ken Lee, MacManus, John & Adams, 2nd vp, and John Mason, metallurgical products department, General Electric, a director, were not in the photo.*



LOVELY LENSER—*Broadway Buick, Chicago, used model Tracy Bailey to snap pictures of prospective customers as they drove by busy intersection in front of the dealership. A salesman selected the cars as good trade-in candidates and noted the license numbers. Next day drivers got their picture in the mail with a brief letter which began: "You looked good to us, now come in and see how good we can look to you . . ." About 400 pictures were mailed out. Terry, Grey-Schwartz & Harris, Chicago, is agency for the dealer.*

Kenney **Moloney** **Field**

SADDLE UP, PARDNER—*That's the order Mary Moloney, production manager, Carr Liggett Advertising, Cleveland, is given from both sides at the western party of the Cleveland Women's Advertising Club. Miss Moloney won the door prize—a week's vacation at the White Stallion Ranch near Tucson. Persuading her to leave town are two other Marys—Mary Jane Kenney, club president, and Ohio Bell copywriter, and Mary Field, owner of The Secretariat, an advertising service, and party prize chairman.*

NEW QUARTERS—*Ruben Advertising Agency, Indianapolis, has moved into this Swiss-chalet-type building at 13209 N. Meridian St. The first floor houses the executive offices (the president's office is shown here) and clerical offices. In the rear annex, media, research and storage facilities are located. On the second floor is the four-man art department, a staff of five writers, plus the production department. The third houses a conference room for staff and sales meetings and a lounge area.*

KTTV Promotes Its Merchandising Plan to N. Y. Time Buyers

New York, June 30—Representatives of KTTV, Los Angeles, came to New York last week to pitch their new merchandising plan to time buyers. The tv station's PM (Product Movement) plan makes available to advertisers 14 separate services.

This is how the plan works. An advertiser is credited with merchandising points commensurate with his expenditure on the station during a 13-week period. For example, if an advertiser spends between $3,000 (the minimum buy) and $5,000 during a quarter-year period, he is credited with 250 points. An expenditure of more than $27,000 gives the buyer a credit of 2,500 points.

Each of the 14 merchandising services has a point value, and the advertiser may choose any number of the promotions which are within his point budget. Some of the available services are:

1. Personal calls on good prospects for the advertiser's product by a representative of the station, alone or with the advertiser's local representative—30 points.
2. Sales meetings conducted by KTTV to arouse enthusiasm in individual salesmen for their company's tv buy—50 points.
3. Consumer surveys; 100-person sample conducted in stores or 400-home sample conducted by telephone—150 points each.
4. End displays, floor stacks or dump bins in leading supermarkets at two points per case displayed.
5. Distribution of point of sale material in 50 stores—200 points.
6. Value voucher coupons run in supermarket ads through an agreement by KTTV with 439 supermarkets. KTTV absorbs half of the discount allowance and gives the supermarket time credit for half the discount—200 points per 1,000 redeemed vouchers. #

Continental Airlines Scores Record 81% Readership of Ad

Chicago, June 30—A Continental Airlines advertisement that ran May 12 in the *Chicago Sun-Times* (AA, May 11) scored a record high of 81% for readership among men.

Carl J. Nelson, director of Publication Research Service, said that 81% of the men surveyed in Chicago had noted the ad, "the highest rating we have ever found on any advertisement for men's readership."

The ad, which also ran in the *Chicago Tribune, Los Angeles Tribune, Los Angeles Examiner, Newsweek, The New Yorker* and *Time*, was part of a campaign hailing Continental's June 8 inauguration of non-stop flights between Chicago and Los Angeles.

■ Michael W. R. Meyer, Continental's advertising director, said the airline's advance reservations rose to 6,000, topping all expectations. J. Walter Thompson Co. is Continental's agency. #

Day Joins Rippey, Henderson

Frederick A. Day, former account executive on the First National Bank of Denver account at Mark Schreiber Advertising, Denver, has joined Rippey, Henderson, Bucknum & Co., Denver, as an account executive.

Barden Joins Miller

James S. Barden has joined Miller Publishing Co., Minneapolis, as research director. Mr. Barden is completing work on his doctorate in journalism with specialization in research methodology at the University of Minnesota.

Youth Market Data Reprinted

"Approach to the Youth Market," a four-page booklet about *Young Americans* and its market, has been reprinted in a May, 1959, edition by Strong Publications, 654 Madison Ave., New York, the publisher. The booklet cites characteristics of the current youth market (boys and girls, ages 10 through 15) and explains *Young Americans'* editorial approach to this group and suggests merchandising opportunities in this market.

Hester Joins Petersen

Larry Hester, formerly with the sales department of Remington Rand, has joined Petersen Publishing Co., Los Angeles, as ad manager of *Custom Cars* and *Rod & Custom*. He succeeds Pete Hallock, who will now devote his full time to duties as ad manager of *Car Craft*, which recently expanded its editorial coverage and converted from pocket size to full-size format.

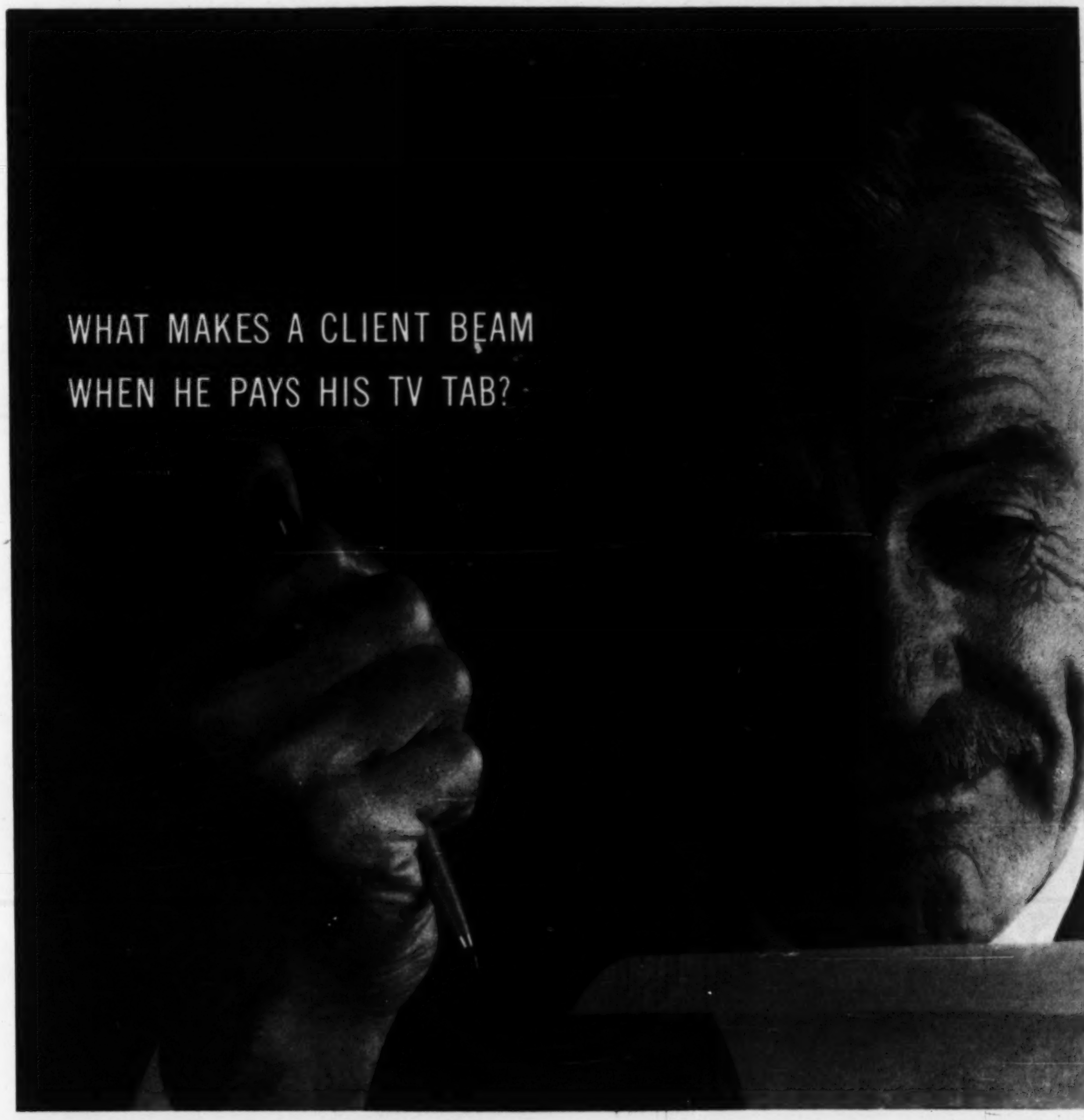
1st in NATIONAL ADVERTISING *

TOTAL SELLING in Western New York means
BUFFALO EVENING NEWS

In the steadily growing Western New York Market of more than 1,600,000 people only THE NEWS offers . . . **FULL color . . . FULL coverage . . . FULL six days per week.**

BUFFALO EVENING NEWS
KELLY-SMITH CO.—*National Representatives*
WESTERN NEW YORK'S GREAT NEWSPAPER

* IN DAILY NEWSPAPERS


WHAT MAKES A CLIENT BEAM
WHEN HE PAYS HIS TV TAB?

VIDEO TAPE MADE ONLY BY 3M

A lower tab for a fine commercial makes any client beam. Video Tape cuts production costs 50% or more. In four hours you can get results requiring two days to a week with film. And . . .

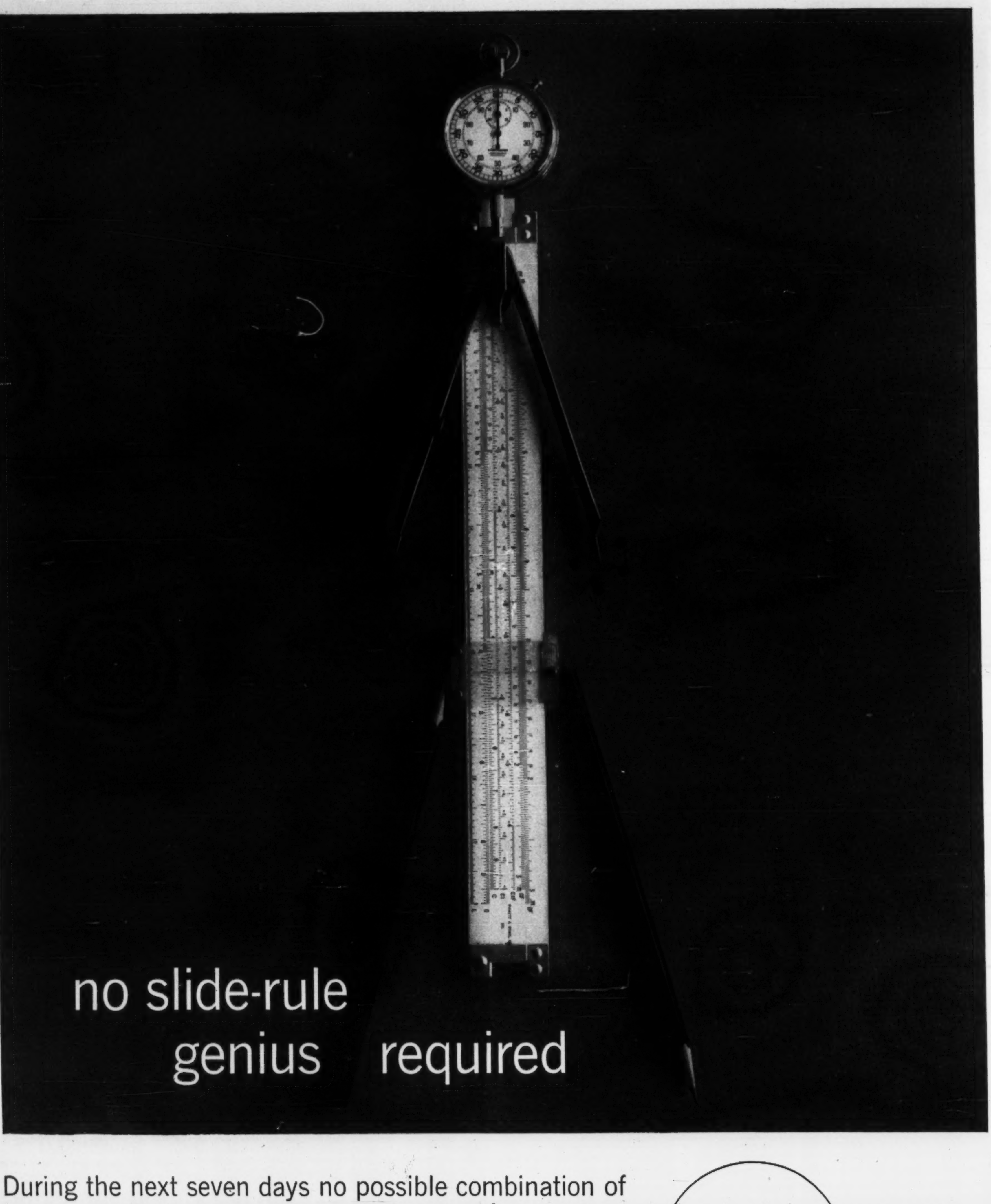
The commercials you turn out will look "live". They'll be sharp, clear and "fluff-proof". Because . . .

"Scotch" brand Video Tape allows run-throughs which can be played back at once. Top talent feels this is worth a dozen rehearsals. What's more . . .

When your "take" is edited on "Scotch" brand Video Tape you have a commercial ready for use without processing. It costs less—and looks better.

Minnesota Mining and Manufacturing Company
. . . where research is the key to tomorrow
3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of the 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.



During the next seven days no possible combination of current weekday magazines will reach as many families in more than sixty key market areas, as next Sunday's...

Parade

PARADE... The Sunday Magazine section of more than 60 fine newspapers reaching nine million homes every week.

Feature Section

Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Don't Shout,' Hobbs Advises

Words for Everyday People: Woolf

E&E Man on Personnel Turnover

Weiss Concludes His Co-op Series

'People Are Becoming Harder to Fool, Easier to Bore' . . .

Hobbs Urges Admen: 'Surprise 'em'—Avoid Bragging, Nagging, Shouting Advertising

Creative adman Whit Hobbs gave a speech recently, urging admen to "surprise 'em in the sixties" by creating ads that are quite different from those seen and heard now. Among the surprises Mr. Hobbs would like to see are models with their mouths closed and ad copy with a final paragraph that does not begin with, "Yes, friends . . ." For these and a great many other similarly specific suggestions for the future, see Mr. Hobbs' speech, reproduced here almost in entirety. It was given at the joint meeting of the ninth district, Advertising Federation of America; second district, Advertising Assn. of the West; and the Rocky Mountain council of the American Assn. of Advertising Agencies in Denver.

By Whit Hobbs

Vice-President and Associate Copy Director, Batten, Barton, Durstine & Osborn, New York

Sometimes there comes a point, even in the best-run advertising agency, when a writer, momentarily alone in his cubicle, between meetings and telephone calls, nervously jiggles his typewriter keys and wonders, "What am I doing here?" The bright, articulate men around him sound empty, and the chic, smiling women appear sad. This detached mood of mild horror is usually gone with the next trip to the water cooler, or the men's room.

And yet I did have such a moment of mild horror recently, and the feeling still hasn't entirely gone away. I took a quick, near-sighted look into the near future, and I didn't like what I saw. So . . . with your indulgence, I would like to take you on an untidy tour of my untidy mind; I would like to wonder and wander and ponder out loud about a lot of things that are bothering me.

Like love. And outer space. And where in hell are we going in this crazy business? And why do we creative people do a lot of the jerky things we do? Talking about my problems always makes me feel better. It probably won't do a helluva lot for you, unless, of course, I just happen to hit on a point or two about this business that has been bothering *you*, too.

■ Poets and dreamers—and lady copywriters who type with their gloves on (they type with their gloves on because what they're typing is so gooey)—poets and dreamers tell us that *love* is what makes the world go round. You and I know, of course, that this just plain isn't true. I don't want to stand up here and knock love, because I am entirely in favor of it. But the fact is that love doesn't make the world go *round;* it makes the world go *square*. And corny. And mushy. And old-hat.

Change is what makes the world go *round*. It keeps us alert and alive and on our toes. It shapes our lives; it provides us with our jobs; it is the key to our economic growth. Every day our world undergoes another complete revolution. Day after day, revolution after revolution, in living and shopping and eating and dressing and playing and learning and reading and thinking and wanting. Every day the world moves faster—and changes faster—which means that, like Alice in Wonderland, you and I have to run faster to stay in the same place.

And we have to run twice as fast in order to get ahead of where we were yesterday—and stay ahead of all the other people who are running, too.

Admen: It's Decade of Greatest Changes in History

We have lived through nearly all of the Fabulous Fifties—the decade of the super highway and the supermarket, the family room and the tv dinner, the Sputnik and the Beatnik, the decade of Doctor Zhivago. The greatest decade of *change* that there has ever been in all the world.

Suddenly here we are, standing on the threshold of the 1960s. And as we stand here, do you realize that the world has never changed as fast as it is changing right at this minute?

Do you realize that of all the scientists who have ever lived in history, 90% of them are still alive?

■ Do you realize that within your lifetime and mine, man's life span has been increased by 20 years? You and I have lived to see more advances in the field of medicine than have occurred in all the years, in all the world, before we were born.

We have lived to see more changes—many times more—in *any* field you can think of, than anyone has ever lived to see before. People talk about the world growing smaller, and in some ways, of course, it is. We can turn on the tv set and see things thousands of miles away, as they happen. And in color. And soon we'll be flying across the continent so fast that (with the change in time) we'll arrive at the same hour that we left home. Or even sooner. Exciting to think about.

But the really exciting thing is that our world is growing *bigger*, not smaller. Suddenly we are in outer space. The sky used to be the limit . . . but suddenly there *isn't* any limit. We can no longer even conceive what the limit might be. We can only wonder. We can only wonder whether our children and their children will be living on the moon. And will be living well over a hundred years . . . with power from the atom and food from the bottom of the sea.

■ Have you talked to a child lately about what life was like when *you* were a boy? I do it constantly, and it is humiliating. My boys can't even imagine life without Elfego Baca. And without Kleenex and motels and jet planes and atom bombs and Scotch Tape. (Come to think of it, how *did* we ever get along without Scotch Tape!) Think what a time today's small boy will have with *his* children! Think how they'll laugh (and make him feel old) when he tells them about cars that ran on gasoline! "Please, Daddy," they'll tease, "tell us again the one about climbing up the ladder in the fall and putting on extra windows to keep the cold air out!"

Whitman Hobbs

■ Alfred Friendly, the brilliant newspaper editor, recently summed it up like this:

"We stand on the threshold of a neo-Columbian age, with the prospect of change a thousand times vaster than that which followed the voyages of the Great Navigators. Those changes were revolutionary, yet those men plunged only into a new hemisphere. The changes to come will be infinitely greater."

■ Another favorite of mine, Edward Weeks of *The Atlantic*, made an exciting speech a month ago in which he looked into the next few years, as follows:

"I foresee" (said Mr. Weeks, in clipped Harvardian tones) "this standard equipment for the average middle class family in the 1960s. There will be an air-conditioned house; a swimming pool if the children or grandchildren want it, and an icebox with the compartments for frozen foods and game and another for tray dinners, such as we are served on the plane, for unexpected guests. Every family that *wants* it will have television; two out of five, color tv; one in ten, pay tv.

"The housing units will be smaller, many will have a guest cabin with bunks for the married children home on reunion.

In many a garage two cars; one, the economy car, perhaps foreign make, for commuting service; the other, an adventurous station wagon sleeping two adults with adjustable side walls forming a screened compartment for the kids. The local garage will still keep a couple of antediluvian Cadillacs to rent out for funerals. But even new money in Texas will have outgrown its taste for that monstrosity."

People Are Changing

Surely this is the most challenging and exciting time that ever was *to be alive*. And surely you and I are in the most challenging and exciting business we could be in. And the most baffling. Changing markets. And standards. And tastes. And most important of all, changing *people*.

Don't let anyone ever tell you that "people don't change from one generation to the next." Of course they do! They change from one *week* to the next. People are taller than they used to be. And healthier. And smarter. And richer. And savvier. And better educated. And more sophisticated. With more varied appetites. With more cultivated tastes. With longer weekends. And wider interests. And more hobbies. People are growing up *faster*. And staying young *longer*. They are becoming harder to satisfy. Harder to fool. Easier to bore . . .

■ People, dammit, have changed. More, it seems to me, than advertising has changed. People have grown smarter than we in advertising give them credit for being. This, in my moments of mild horror, is what mildly horrifies me. This is what causes me to rush to the Rockies and make a speech. Haven't our customers grown up faster than we have? Haven't they outgrown a lot of the kid stuff that we're still writing? Haven't they stopped being fooled by a lot of our foolishness?

The people we want most, aren't they the ones we're appealing to least? Even the boobs don't want to be *treated* like boobs.

Aren't we going into a new decade and a new age following a lot of rules that are old-fashioned and out-of-date and out-of-step? Rules that are encouraging us to be dull and loud and uninteresting. To be safe and same.

People Look at Ads, but Don't See Them

The amount of advertising in existence today is staggering. It must at least have doubled in the last ten years. There is no escape from it; no place to hide any more. And this has caused the average citizen to build up an immunity to advertising. People have learned how to look at advertising and not see it. They have learned how to hear commercials and yet not listen. In one head and out the other. There is a mental hearing aid that can be turned off during periods of boredom or abuse; an inner blab-off that says, "You aren't getting through to me, fellows."

A great deal of the time, I don't think that we deserve to get through. There is a ho hum expectedness about so much of the stuff we do. The big smiling face. The giant package. The big familiar headline. The secret, exclusive, hitherto-unheard-of miracle ingredient. Who do we think we're kidding!

I think that we write a lot of our ads tongue-in-cheek, not believing what we're writing, not being sold on it (or by it) ourselves. Yet the awful thing is that we have made ourselves believe that, even though *we* aren't convinced, our audience is. And here is where we're wrong. People aren't that gullible any more. And they aren't that patient, either.

■ I spent three days in bed a couple of weeks ago with a virus—and a television set—and there is no question about which one caused me the greater suffering. Daytime television operates on the theory that any woman who is fool enough to watch it should be treated like a fool. The commercials are incessant and insulting. You watch a program called "Concentration" (which is a nifty idea and could be a fascinating show) and any possible concentration either by the contestants or the audience is out of the question. There were commercials for nine different things, back to back, front to front, on top of each other. And then a bell rang and the announcer said, "I'm sorry, we don't have time today to finish our game."

The answer to people like me is, "Why watch, if you're so goddam superior? Why don't you get up and go to work where you belong? Dristan and Lestoil are *selling*, aren't they?" To which I say, how long would the *Ladies' Home Journal* last if it put out such a lazy, sloppy magazine so full of bad advertising that they had to leave some of their articles and stories unfinished in order to crowd them all in? How long would women keep coming back?

And I also say: If this is what advertising really is—cheap and empty and distasteful—then I'm ashamed of it, and I'm in the wrong business.

Public Isn't Fooled

Maybe I'm a dreamer. Maybe I'm naive. But I do have an unfailing confidence in people, and I intend to keep it. I believe that people have taste. And dignity. And large amounts of common sense. That they know good from bad. Quality from sham. Honest talk from double talk. I believe that people can spot a phony a mile away. I believe that people are constantly looking for something better. And constantly *finding* it. That's progress, and I'm all for progress.

I believe that progress is thataway . . . *up* . . . and that's the way I want advertising to go. I want us to continue to raise our aim—and the quality of our output—and the level of this business. I've got big ideas for the '60s.

I want to give people more of what they're looking for. Advertising that takes the trouble to *like* them. Advertising that befriends and entertains and informs.

■ I think that advertising in the '60s must be three things. First of all, it must be *simple*. Everything that can be left out must be left out. One idea: one compelling reason for buying the product, presented in a format that is clean and crisp and clear and young and vivid and bold and distinctive. An idea that's easy to remember; difficult to forget.

"Have *you* had your soup today?"

"Nothing says lovin' like something from the oven."

"Wash and wear or wash and Beware."

"Why trade a headache for an upset stomach?"

"The honest taste of a Lucky Strike."

"Have a *real* cigaret—have a Camel."

Second, advertising in the '60s must be flattering and friendly. Not bragging, not nagging, not shouting.

Talking *to*, rather than at. Me-to-you talk. As personal and as intimate as a wink. As likable and inviting as a Polaroid ad.

Or as "Come to Jamaica—it's *no place* like home." Or that Ford commercial about the dog washing the car.

Or Rolls-Royce. Somebody went to a lot of trouble to write that famous Rolls-Royce ad. He went to the trouble of falling in love with his product. And then he sat down in thoughtful, friendly, adult fashion and told someone whom he particularly liked everything that would make *him* fall in love with it, too. No tricks. No puns or rhymes or cuties. A lot of words, but not one of them wasted. I felt extremely *flattered* that the person he chose to tell all this to was *me*.

■ Third, advertising in the '60s must be *fresh*. It must come through all the welter of other advertising sounding—and looking—and acting—and being—original and distinctive and *you*. Nobody else but you. Otherwise it isn't going to pay off. People *aren't* going to notice, and they aren't going to remember, and they aren't going to think of you *first* in all the clamor and confusion.

How do we do more ads that are simple and friendly and flattering and fresh?

We do them by having the guts to throw out the old 1950 cliches and formulas that are tying us down and holding us back and cramping our style.

Let's begin right now, shall we?

Let's surprise 'em in the '60s!

Let's surprise 'em with announcers on tv commercials who *don't* look up and say, "Oh, hello there, I'm Melvin Mittman" . . . whoever he may be. Let's surprise 'em with final paragraphs of body copy that *don't* start off "Yes, friends . . . yes, ladies . . . yes, mother."

■ Let's throw out testimonials, *unless* whoever says it probably *did* say it. Surely, Gisele MacKenzie's close friends hardly ever hear Gisele say, "I always feel so safe driving on these highways of new-type concrete." Take it from me; Gisele MacKenzie doesn't know asphalt from a hole in the ground.

Let's stop doing ads in which ecstatic housewives *smell* their towels. And lie down, apparently cold sober, and *roll themselves up* in their luxurious new living room rug. And caress their 2-ply, double soft, double strength, facial quality, negligee-colored *toilet paper*. Let's surprise 'em in the '60s. Let's treat toilet paper like nothing more or less than what it is: toilet paper. If my wife got herself all dressed up in a Directoire negligee . . . "Its tiny bodice flowing into a court train strewn with roses" . . . and went into our miserable old bathroom and started *playing with the toilet paper*, I think I'd call the wagon. Or *go* on it.

■ Let's surprise 'em in the '60s. Let's put bathrooms in ads the size that bathrooms really are. And kitchens that look like real kitchens. Lived in. By people.

Let's have breakfast scenes in which everyone isn't so goddam cheerful. Let's make the stereotyped family not quite so stereotyped. Dad doesn't always have to be 29. The children don't always have to be so intensely precocious.

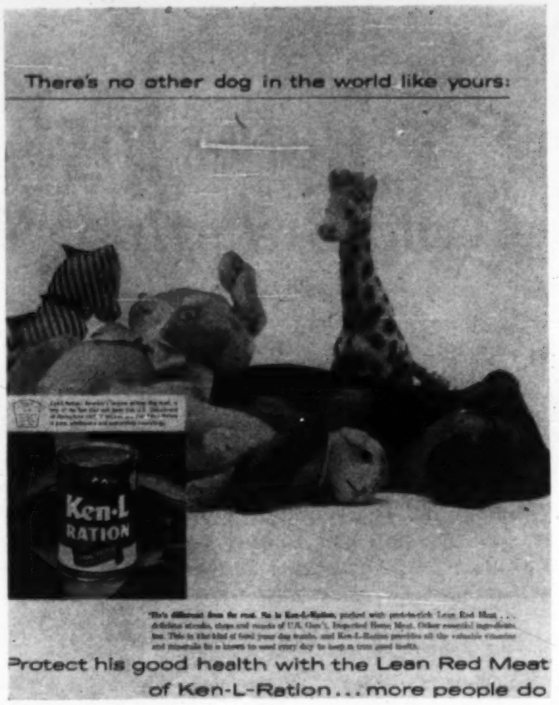
Let's surprise 'em in the '60s. Let's find children who *talk* like children—and say things that children say, instead of "Gosh all jiminy, nice Mommy, this cough syrup tastes as good as the syrup you put on ice cream."

■ Let's think big. Let's show beer drinkers *drinking* beer, instead of smiling at it. Let's show a fashion model, once in a while, as a daring change of pace, with her mouth closed. And a dry lower lip. Let's even show a business man *not* sitting behind his desk.

How come *every* automobile made wins the Mobilgas Economy Run?

The Creative Man's Corner . . .

Steaks and Chops



There's no other dog in the world like yours:

Protect his good health with the Lean Red Meat of Ken-L-Ration . . . more people do

Ken-L RATION

The photograph in this Ken-L-Ration ad is one of the most appealing pictures we've seen in many months. Any one with a dog—or, for that matter, without one—could not possibly pass this page by. The caption, "There's no other dog in the world like yours," strikes a warm note, enables the reader at once to identify with the ad.

But then?

Well, the copy is a little disenchanting. "He's different from the rest," it says and (you can hear it coming) "so is Ken-L-Ration, packed with protein-rich Lean Red Meat . . . delicious steaks, chops and roasts of U. S. Gov't. Inspected Horse Meat." Ever heard of horse meat having steaks, chops and roasts? These are words used to entice us into believing we are giving our dog, if we feed him Ken-L-Ration, lean red meat with all the juicy tenderness and appetitizing flavor we associate with steaks, chops and roasts. It's legal and, in butcher-language, correct. But it so obviously overstates the case.

Here, we think, the illustration hurts the message. For the illustration is so genuine, the message becomes glaringly false by comparison. And when we say "false," we don't mean mendacious. We mean written in such a way as to make the most of the connotations of words especially selected to beguile us.

We are not beguiled. We are as usual disappointed that copy people and clients would take so much delight in picking and using language to imply so much more than it can honestly say. #

Speaking of automobiles, who buys *sport* cars, anyway? Only tall, scrawny men and women who look and dress so much alike that you have a hard time telling which is which—and they probably do, too? Are they—and French poodles—the entire market?

Copywriters Used to Be Socially Unacceptable

Can't we, in the next ten years, get all the nasty little weasels out of our ads? And the men in the white coats who try to pass for doctors. Can't we stop opening and closing all those miserable little trapdoors? And sloshing around in clogged, throbbing sinus passages? Can't we get rid of the torture chamber? And the echo chamber! Can't we get out of biology and back into advertising?

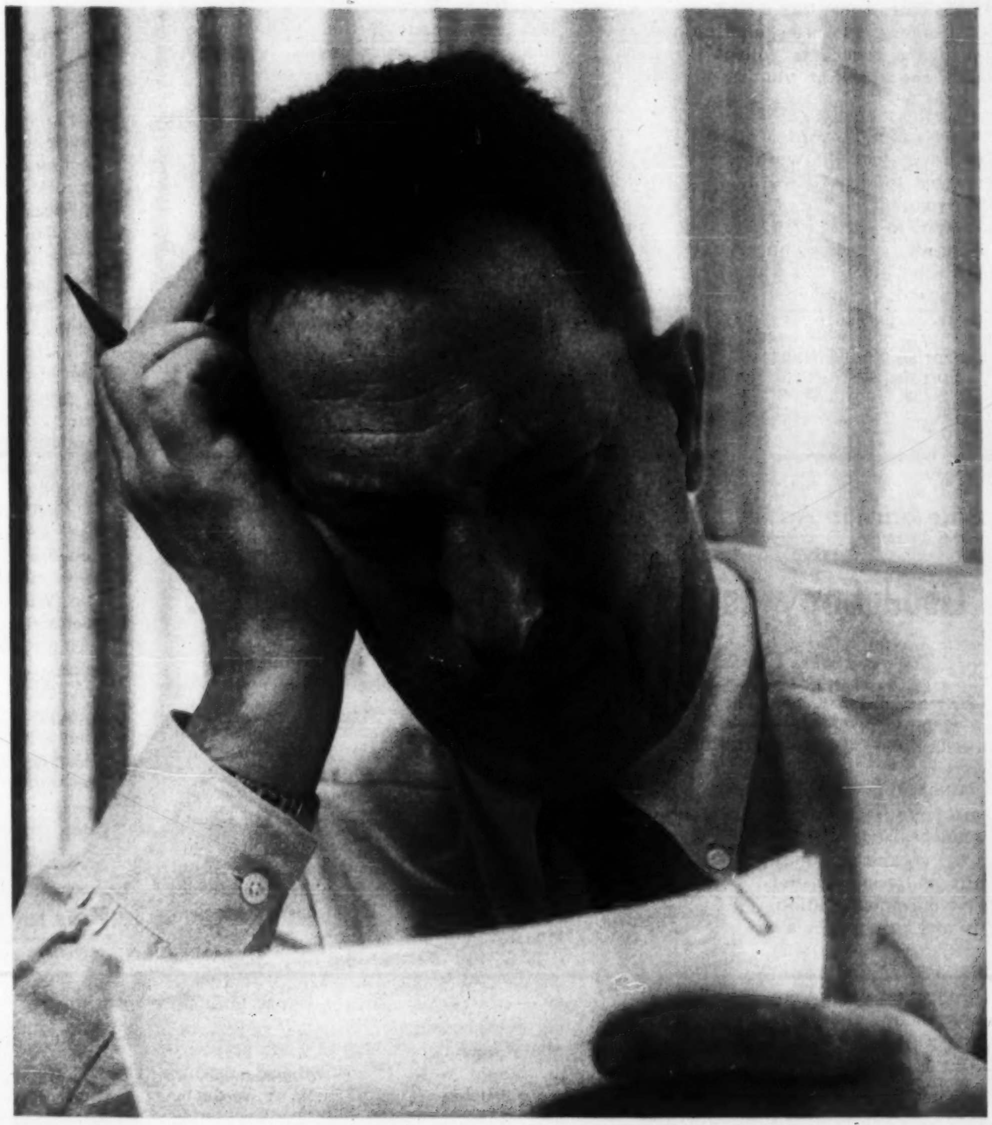
Suddenly it's 1960. Time for creative people to feel itchy and dissatisfied with what we're doing. Time for us to stop being so darn *popular*. A copywriter used to be socially unacceptable. A cocky, outspoken slob who was kept under wraps; seldom invited to meetings, never invited to luncheons. What made Sammy run? Hunger and talent and nerve.

■ Suddenly it's 1960, and, according to Vance Packard, copywriters have climbed the status scale. We are now 'way the hell up there with bank cashiers and professors in small and municipal colleges. We are not only invited to luncheons, we're invited to *speak*. During the 1950s, the creative man has lost the chip on his shoulder, the fire in his eye. Success has made him courteous, obedient, cautious. Thin tie, thin skin. He has moved to the suburbs, bought a boat, which he is careful not to rock. He'd rather be safe than satisfied.

■ What makes Sammy run? Sammy is running scared. Suddenly it's 1960. Time for us space men to act like space men—to explore new ways and new worlds. Time to have the gumption to fight for our ideas—in front of the account man and the client, not just in front of the water cooler.

■ Time to stop writing ads as if they were a chore and a bore. Time to write

Don't Just Sit There —Say Something!



When an advertisement just sits and says nothing, people are likely to just sit, too—square on the hands that should be reaching for their wallets.

This doesn't happen when the right idea gets together with words that get under the skin, and pictures that get back to the retina.

An ad that says something makes people say:

Papa: *"Honey, we could use that!"*

Mama: *"Dear, I wish we had that!"*

Junior: *"I want it, I want it, I want it!"*

If you want your advertising to make people talk like this, you'd better make sure your advertising talks to people.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company The Maytag Company • Motorola, Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

ads that make other writers jealous—and make the competition lie awake nights. Fresh, bold ads that That Other Agency might have done if they had succeeded in getting the account, but now they never will because *you* did 'em first.

Time for New Techniques

Time for new words. New pictures. New techniques. Time to write shorter, tighter, brighter copy, even though it's harder and takes longer than lazy, sloppy, choppy copy. Time to write honest, sincere stuff; facts not fancy.

Time to ask, why not? Its an interesting idea but it won't work: why not? You can't do that on this account: why not? This kind of headline won't work as well as that kind of headline: why not? What about no headline at all? I wrote an ad for the *New York Times* a while ago; it was addressed to a gal (my wife) who has a good brain but hardly ever finds time to use it. The headline said:

"I seem to spend my whole day picking up; picking up the laundry and the groceries and the mail; picking up Jim at the station and the children at school . . . and picking up after them all! Sometimes I feel like a squirrel in a cage . . . running in circles all day and never getting a chance to collect my thoughts and take a look at what's going on in the world."

■ This is a 70-word headline. Why? Because it took 70 words to say what I wanted to say. 70 words in a headline? Why not?

Hard to sell? Try it. The client in this case was surprised, but I ended up more surprised than he was. I'm constantly surprised to find how many clients *like* to be surprised. Everybody does.

Surprise Your Client

Surprise 'em in the '60s. Surprise your client by doing it exactly the way he asked you to do it, *plus* the way you'd do it if it were *your* money.

Surprise your client—and your audience—by doing surprising ads. Sure, we've been told that if you take your axe and hit and hit and hit at the tree in the same place with careful aim, eventually you'll knock it over. Sometimes, however, a stick of dynamite will achieve the same results. A one-shot. A surprise. Suddenly *The Saturday Evening Post* runs an ad that says, "A Valentine greeting to *Life* and *Look*, because it wouldn't be nearly as much fun without you." Suddenly, the day after the Hawaiian bill is passed, Du Pont runs an ad in the trade with a picture of a grass hula skirt, and a line that salutes Hawaii, home of the first no-iron fashions in women's wear.

■ Surprises make talk. And they make friends. And they make competitors uneasy. Too many of them don't run, because someone says, "Too bad this isn't part of our campaign." Someone gets out the old slide rule and the old rule book, and they say, "Interesting idea, but *we* couldn't do anything like that." Why not? Rules are made to follow, not to lead. Rules are for when originality runs out.

I'm only going this way once, and advertising is the road I've chosen to go. I don't want to be a backward boy in this dynamic business, in this whirling-dervish world. I want to think fresh. And think bold. And think big. And think new. This is what advertising needs, and never more than right now. I want to be a leader, not a follower. I want to lead clients to better advertising; and I want to lead people toward better products and toward an easier, happier, fuller life. This, it seems to me, is a hell of an exciting and rewarding way to earn a living. #

Looking at Radio and Television . . .

Behind Those Swinging Doors

By the Eye and Ear Man

There has been considerable turnover in television personnel in the past few months. Most of the changing has taken place at the networks, but the agencies have not been unaffected by the disease.

Both NBC and CBS have been prominent in the news because of the replacement of programming heads. At NBC change is not at all unusual. As a matter of statistical fact, it is rapid and periodic; but staid old CBS, with undisputed programming dominance in the past years, has been relatively stable.

The underlying cause of the abrupt change is basic and understandable: The ascendancy of ABC as a highly competitive network has helped to change the way of doing business.

In the case of NBC, this network had been feeling the competitive pressure keenly. Although it is the consensus among agencies, that the top program executive was powerless to make program decisions, due to his lack of unilateral responsibility and the fact that some weak programs were accepted from outside sources, he nevertheless was designated as a sacrificial goat and a new head of programs, this one recruited from an ad agency, appeared; but outsiders think he will be faced with the same handicaps as his predecessor.

■ In the case of CBS, personality factors were involved in the program department changes. But underneath the emotion lies an indisputed fact of change. In the early days of CBS, it was a battle between agency-produced shows and network-produced shows, with the network expanding into production with large staffs and facilities, first live in New York and then on film in Hollywood.

The method of producing shows for sale was sometimes highly profitable, but sometimes, it was not. The sale of every show meant that many others were not sold. With the direct costs of a pilot well over $50,000, this in time became a staggering expense even for a profitable network.

ABC showed the leaders the way to dominate a time period with a low overhead and minimum staff expenditure. It was simply by going to a reliable vendor and jointly agreeing on a program for a specific time period and perhaps paying pilot costs or simply programming the hour and selling hard to fill it with advertisers.

The other successful practice pioneered by ABC was to team up with top pros in the entertainment business and give them their heads. The result of deals with Walt Disney and Warner Bros., and now 20th Century-Fox, has resulted in solid programs that are exclusive to ABC. Because of their vast facilities, libraries, standing sets and key personnel, major studios have become an important source of tv fare.

It is apparent that CBS has started to shift to the ABC pattern of buying programs rather than building them.

The immediate result of this change could be a reduction in the CBS program staff with a commensurate saving. The next step may be for CBS to get commitments from the best brains in the production business for programs for 1960. The success of this operation will be directly dependent on how good those programs are in contrast to CBS staff-created shows.

The agency television business, as has been occasionally covered in these columns, is drifting even farther from the producing and active supervising of shows. The trend toward participations and media buys has tended to bore the top production brains, who once upon a time in days remembered, labored to produce shows with their own hands or at least to guide them tightly with the final say in casting, scripts and personnel.

The last few of the creative agency television heads are now drifting back to the work that originally attracted them to the agencies. They are finding jobs in the programming fields so that once again they can exercise their basic skills. The agency, meanwhile, is replacing them with lawyers and media men.

The result may be that there will again be a drive to make agencies justify their commission on programs. These media men do extremely well when they are called upon to buy time and talent from a known position. They are less successful when it comes to picking a new show from a pilot for full or half-sponsorship.

Thus, after a decade of experience in television, major change comes to the medium. It is probable that this reshuffle of responsibilities of able men will hold for another decade. But one thing that can always be counted in the network and agency business is change. #

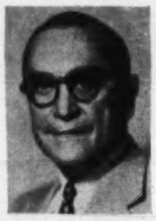
Salesense in Advertising . . .

Good Copy Is Not Written as People Talk

By James D. Woolf
Creative Consultant

Several advertising textbooks in my library give this advice to studious copywriters: *Write as people talk.*

While this dictum is good up to a certain point, it should not be embraced too wholeheartedly. The talk of the common run of people is not good communication. By and large, "people's talk" tends to be ambiguous, repetitious, slangy, inexact, replete with clichés, and often long-winded.



James D. Woolf

I can think of no allegedly great advertisement that was written as people talk. Consider, for instance, Cadillac's "The Penalty of Leadership," which for years has been hailed as a superb example of the copywriter's skill: *"In every field of human endeavor, he that is first must perpetually live in the white light of publicity.*

"Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work." There is not a sentence in the entire advertisement that was written as people talk.

■ Or consider the lively copy in Coca-Cola's April color page: "Be really refreshed . . . with sparkling Coke! Welcome as springtime! Coca-Cola . . . with the cheerful life that's bright and lively . . . the cold crisp taste that deeply refreshes . . . pause . . . and always drink Coke!"

Do people talk that way? Do you? Or do you know anybody that does? Or would you, speaking to a friend about the joys of Nassau, orate in this fashion: "The stillness is broken by little things—the wash of the waves, the rustle of palms, the mutter of a boat engine churning out to the fish-laden deeps, the laughter of native children frisking in ancient streets?"

It is my notion that the copywriter should use words that have meaning to everyday people. Simple words that are currently in popular use. Only to that extent should he attempt to write precisely as people talk. If advertising actually were written as people talk, it would be dull, unimaginative stuff.

What is true of advertising is, I think, true of all literature. Read Charles Dickens ("In came Mrs. Fezziwig, one vast substantial"). Or Shakespeare ("But love is blind, and lovers cannot see the pretty follies that themselves commit"). Or Shelley ("Hail to thee, blithe spirit! Bird thou never wert").

■ I have just finished thumbing through "The 100 Greatest Advertisements," by Julian Watkins. None of them is actually written as people talk. One of the most memorable is the late Ned Jordan's "Somewhere West of Laramie." There is poetry in the text, says Julian, that lingers in the souls of admen to this day. #

• • •

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Tips for the Production Man . . .

Special Matches of Ink Colors

By Kenneth B. Butler

The standard range of publication colors is successful for business paper use, since this advance has done much to insure reasonably uniform results and to permit advertisers to plan their color ads scientifically. In addition, the practice has doubtless held down the cost of using a second color.

The production man finds many situations where he must ask, and pay for, special color matches. This is especially true in the production of booklets and general promotion material. The use of a special ink mix may be necessary to correctly portray the product. It may also be desirable from the standpoint of achieving an off-beat or unusual color treatment that will stand out by being "different."

■ Because of the growing interest in off-shades, most ink makers are constantly enlarging their ink sampling books and are showing greater range of in-between shades. Possibly we may call them "decorator" shades. This is beneficial, because the use of standard mixes is cheaper than special mixes and insures a finished result commercially comparable with the sample.

Despite the ink mixing skill of pigment makers, disappointment often results. Today's scientific analysis of colors reduces the trial-and-error hazards. Yet, the production man himself is often the unwitting cause of disappointing matches.

When a special match job is submitted to a printing ink maker it is always wise to advise the press on which the job will run, the kind of paper stock, the sequence of colors, and the time lapses, if any, between impressions.

Bob Tuttle, writing in *Printing Monthly*, quotes Richard A. Mathews, ink plant manager of American Can Co., Menasha, Wis., as follows:

"As ink makers, we are used to receiving pieces of old underwear, draperies, tin cans, paint paddles, color swatches out of a process color ad, and hundreds of other

LIFE households buy MORE DEODORANTS than the top brand sells

Even the biggest manufacturer doesn't sell enough deodorants in a year to supply LIFE-reading households.

Just one ad in a single issue of LIFE reaches 15,300,000 U. S. households—households which account for 38 cents of every dollar spent on deodorants. And in six issues (say your new campaign), this spending power builds to 71 cents of every deodorant dollar.

That's a big market of buyers. A tremendous opportunity for sellers. And both are going to get bigger.

For growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 copies over its present rate base of 6,000,000 copies a week.

And next year—when deodorants, cigarettes, mattresses and so many other products will be selling at all-time highs—LIFE's circulation base will be at an all-time high also—6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

materials which a printer or buyer has chosen as color copy to run on a particular stock and press."

■ Some of the colors found in fabrics are elusive, since an illusion is created by the texture of the material and the play of light on the materials.

■ Every production man knows that some of the colors are not very light-fast, particularly many of the greens. It is a good idea to place the ink samples in a window in bright sunlight for a few days to see what might happen to his inks after being printed and exposed to light.

■ Another test that should be given every ink, before selection, is the thumb-print test. Many inks show ugly blemishes and finger marks, even with casual handling. Cover colors, particularly, should be subjected to several presses of the thumb on the ink sample to study the results. #

'For the Love of Mike—Duck It, if You Can' . . .

Manufacturers Can't Really Control Co-op Advertising, Weiss Contends; Predicts Trend Away from It

The manufacturer knows that big retailers abuse co operative advertising allowances flagrantly, but the bigger the account the less practical is a crackdown. Advertising Age columnist E. B. Weiss maintains in this final instalment of his discussion of trends in co-op advertising. Insisting that neither the manufacturer's own sales force nor its advertising agency can enforce controls, Mr. Weiss observes: "The sales organization likes to make gifts to the trade—not to take privileges away." And agencies, he adds, don't like to fight about it with client sales managers who influence agency selection. Mr. Weiss winds up by predicting ten developments, including a move away from co-op. His discussion, concluded here, is being published in booklet form by Doyle Dane Bernbach, where Mr. Weiss is director of merchandising.

Chapter VIII

Uncontrollable Co-op Controls

By E. B. Weiss

At one time or another, every manufacturer giving a cooperative allowance gives renewed thought to his co-op contract. Object: to frame additional clauses that will "tighten up" on the uses to which the retailer puts the co-op allowance (and, of course, also to provide improved legal protection).

As a consequence, some co-op contracts run to eight and ten pages. They are sometimes more formidable legal affairs than the papers involved in contractual arrangements of considerably greater financial magnitude.

■ But while clauses in co-op contracts may bring a sigh of relief to the *legal* department of the manufacturer—they rarely bring a sigh of relief to the manufacturer's *advertising* department. On the contrary, they inevitably wind up in still more fussing and feuding between the manufacturer's advertising department and the retailer's advertising department; and even more fussing and feuding between the retail point of contact and the manufacturer's sales department. That, in turn, fans the fires of the fussing and feuding that co-op keeps constantly ablaze between the manufacturer's sales department and his advertising department—with the marketing department also involved, plus a few other more or less related departments.

Those manufacturers who have mutually exclusive, or semi-exclusive sales contracts with their retailers are more successful in controlling co-op. But this takes in, in numbers, only a minor percentage of manufacturers offering co-op; and, in co-op dollars, it takes in only a very tiny percentage of the co-op dollar total. By far, the lion's share of co-op funds is offered by manufacturers with wide, unrestricted distribution.

Retailers Find Even Bigger 'Profit' in Broadcast Co-op

It is probable that, in 1959, co-op in broadcast media—radio and tv—will total, *at what are presumed to be card rates,* in the area of $300,000,000. It will be split almost evenly between radio and tv.

Now it so happens that large retailers are at long last beginning to show some interest in radio and tv. Whether this interest would have developed on anything like its present scale without co-op doesn't merit debate; the retailer would scarcely be sounding his tonsils on radio or showing his face on tv if it were not for co-op!

In any event, there is no question that large retailers will be "requesting" more and still more radio and tv co-op. Manufacturers know that this mounting interest in broadcast media by large retailers is due to a sudden recognition by these large retailers that they can make an even larger profit on radio-tv co-op than they can with newspaper co-op.

■ This may sound cynical—but no one can for long be involved in cooperative advertising without developing a hard coat of cynicism. Indeed, so far as the manufacturer is concerned, it is almost an essential to survival in a world of cooperative advertising.

One reason large retailers see such a splendid opportunity for still better markup on radio-tv broadcasts is that many stations do not publish local rate cards. It is possible, *up to a certain point,* to check local newspaper rates and, today, several specialized services provide this information. But this information is still hard to come by in the broadcast media.

■ Says one manufacturer's advertising manager: "Local radio stations are even more susceptible to pressure from retail advertisers than are local newspapers. The result is that the only thing many a station affidavit proves is that the dealer and the station manager share a common lack of business ethics.

"Variances between national and local rates, variances in rates for different time segments, special rates for certain days and the complexity of frequency discounts all tend to help the dealer abuse co-op if he is so inclined. It is quite simple for him to pay one rate and bill at a higher rate.

"Radio spot salesmen have been known to make 'bulk' deals with retailers that have absolutely no relation to the rate card. Rarely is the deal spelled out for the manufacturer to whom local radio participation is 'sold' by the retailer."

How to Gyp Manufacturers

The ad manager of a large appliance manufacturer estimates that a large appliance chain can earn—net—as much as $2,000 a week on tv co-op. This ad manager reports: "A chain with a tv package show that costs $1,000 a performance told one of its prime distributors that the show cost $4,000. Operating its co-op on a 50-50 basis, the distributor paid $2,000 to the chain.

"In addition to the $1,000 profit, the chain 'sub-let' portions of the show for spot announcements."

■ Another major appliance ad manager states that: "One chain is earning $80 for a one-minute spot that cost $40, and $106 for a 15-minute show that cost $60. The firm also received 30 extra spots for nothing.

"A distributor gave this firm as much as $2,500 a month for radio advertising. The chain used the money to pay for spots, and would submit an affidavit that would certify the commercial ran at such and such a time. A false script—using the name of the distributor's product—would be attached.

"The distributor approached this firm and said, 'We know you're not using our name on radio spots, but we're particularly trying to get action on this model. So please use our name these few weeks'."

Incidentally, ownership by retailers of radio-tv channels is increasing. This hugely disturbing development can only mean that still more manufacturers will be "investing" still more co-op dollars with still less control over rates, programs, etc.

■ It should be noted that some magazines have been "putting in" for co-op money. In some instances, the advertising has been extremely effective; in other instances, it clearly has been simply a free ride for the retailer, who rarely makes any ad dollar contribution to the insertion. Of course, there is not usually a "local rate" involved here but in more and more instances the retailer does act as a broker by purchasing a page, for example, and then splitting it up among "privileged" ad suppliers.

However, the magazine's share of the total co-op dollar is infinitesimal. It is listed here only in passing—along with outdoor and other media which also take a very tiny slice of the co-op dollar.

As Retailers Become Space, Time Brokers, Advertisers and Media Suffer

What it all ads up to is that media are, deliberately or without deliberate intent, encouraging giant retailers to become space and time brokers. In the long run, this may prove as hurtful to media as it has already proved to the manufacturers who foot the bill. Certainly as giant retailers become enormously larger (as they are clearly about to do), and as they continue to buy more newspaper space in bulk, more magazine space in bulk, more radio-tv time in bulk and then resell at their own rates (as they are clearly about to do) this developing situation will:

1. Play havoc with manufacturers' advertising and marketing strategy.
2. Play havoc with media rate structures.

In connection with media rate structures it should be noted that, currently, one of the strongest trends among giant retailers is toward their own controlled brands. Strong as this trend is, it is still in its infancy. Retailer controlled brands are destined to become powerful, *national* brands—as the Sears brands, for example, are right now.

■ Surely it is obvious that if *giant retailers* can buy space and time at rates that cannot be matched by *manufacturers,* and then if these giant retailers use this low-cost space and time, in part, *to advertise their own controlled brands,* the whole media rate structure will be turned topsy-turvy. And this is not scaring up ghosts; it is very much in the cards.

Moreover, media must comprehend that the funds manufacturers pay for co-op and which do not wind up in co-op advertising will increasingly wind up in the private brand ad budget of the giant retailer. Thus, media will have compelled manufacturers to underwrite the advertising of the manufacturer's newest and most serious competitor—the retailer's controlled brand. Also, media will be making this private brand advertising available to the giant retailer at a rate *not available to the manufacturer.*

What will media do when this potential blockbuster busts?

■ It will do no good for media to assert that the retailer is a retailer—the manufacturer is a manufacturer. This will get media nowhere because the *retailer* is becoming a giant *manufacturer!*

Yes, indeed, media have piled chaos on top of confusion in the development of cooperative advertising to its present reappraisal state. But it appears as though the emergence of the giant retailer as the repository for the lion's share of co-op allowances, his emergence as a giant manufacturer, his emergence as a national advertiser of his own controlled brands —all these and other developments may very soon compel *media* to make a reappraisal of this presumed co-op gold mine, jut as these very developments are certainly compelling manufacturers to give co-op a reappraisal.

In the meantime, however, most media are quite happy with co-op and are busily

White Owl, through Young & Rubicam, is buying PLEASURE raised to the 19,312,000th* power in

THE American Weekly *second only to Church . . . on Sunday*

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1959 Consumer Magazine Report helping the retailer, through means sometimes fair and occasionally foul, to bilk the manufacturer of ever larger co-op funds.

▪ This is a trend of enormous importance—for the good reason that, for a manufacturer, there is only *one* strong posture in the modern world of marketing and this is a posture based on a *powerfully pre-sold brand.* The coming great battle between the manufacturer's brand and the retailer's brand makes the strengthening of this posture just that much more imperative.

Freeing the advertising budget from the burden of co-op—and from the alternatives for co-op that are coming—will enable the advertising budget to shoulder the larger responsibilities that are now, and will in the coming years, be assigned to it.

▪ As a matter of fact, this era of presold brands makes vitally necesary the *long overdue clean-up of the advertising budget*. It continues to be saddled with charges that do not, by the wildest stretch of the imagination, properly belong in the advertising budget. The most onerous of all these charges is—cooperative advertising.

Finally, where cooperative advertising is continued, the tendency will be increasingly to charge this as a *sales* expense, *not* as an *advertising* expense. Thus, Scott Paper reports: "In many companies co-op is an advertising expense even though it is controlled by the sales department. At Scott Paper Co., co-op is treated as a *sales* expense and administered by the *sales* department."

When the sales department is saddled with co-op—then co-op will seldom appear so attractive to the sales department!

Sum it all up, and the conclusion must be that cooperative advertising as a policy and as a practice, is currently being re-evaluated to a degree never matched throughout its entire 50-year history. Over those 50 years it has frequently been questioned, and for good cause; but today it is being reappraised, and there is every reason to conclude that out of this reassessment will come both new policies with respect to cooperative advertising, including both its elimination and its curtailment, and new policies with respect to cooperative advertising practices where the cooperative advertising program is continued.

Conclusion

It can scarcely be disputed that cooperative advertising is being re-evaluated to a degree never before equalled—and both by manufacturers and retailers; *particularly* by *large* manufacturers and *large* retailers.

This reappraisal, as we have endeavored to pinpoint in this study, stems from developing circumstances in the market place that both make the time ripe for such a reassessment of co-op and even make such a reappraisal imperative—again, both by manufacturers and retailers.

Where will this re-assessment lead?

Obviously, that question cannot be answered similarly for *all* manufacturers in *all* fields.

Neither can it be answered similarly for *all* retailers in *all* fields.

But limiting our forecast to *large manufacturers* with powerful presold brands that are broadly distributed, and to *giant retailers*, we foresee the following developments:

1. Those manufacturers who have not given co-op will be encouraged to continue to remain aloof from it. We number among our clients several manufacturers who have not given cooperative advertising allowances. These manufacturers, fully aware of the current period of questioning among those who give co-op and those who get it, are *less interested than ever* in jumping down into this hole.

Further evidence along this line was furnished by an executive of the Black & Decker Mfg. Co., who reported: "Cooperative advertising was one of the ideas for cultivating dealer loyalty that was first hinted, then suggested, then proposed and finally demanded by our sales organization in the field—by wholesalers and the dealers themselves. We asked a few seasoned experts in consumer-goods marketing about this mysterious subject, cooperative advertising, and were astonished by the solid unanimity and fervor of the response: "For the love of Mike—duck it, if you can!" We asked, "Don't you use it?"—"Oh yes, but only because competition pushed us into it."

2. Some of these manufacturers who have discontinued co-op recently will return to it under competitive pressure—and because they were not prepared to offer the trade an attractive alternate procedure or procedures. The co-op situation is *fluid*—there will be backing and filling. But, *on balance*, the scale will *tip away* from cooperative advertising allowances.

The manufacturers who cancel out co-op and then return to it will be outnumbered by other manufacturers, long involved with co-op, who will give it up permanently—or who will cut the co-op percentage. A move has begun in this direction and, if 1959 and 1960 turn out to be the highly prosperous years now indicated, this move will pick up momentum. In numbers, the total number of manufacturers involved will be small. But they will be giant manufacturers; their co-op funds will represent a substantial part of the entire sum allotted to co-op. And, most important, they will exert leadership assurance and pressure on many other manufacturers.

3. New promotional concepts will be developed in lieu of co-op. Promotional programs developed by manufacturers will be more spectacular; will more frequently and astutely cover more than simply the manufacturer's own merchandise; will make more of a contribution to total store volume and profit. Sales promotional material will be more lavish; better suited particularly for giant retailers and especially better suited for their "A" stores, their huge one-stop outlets.

4. Warehouse discounts may be increased.

5. Special deals will be developed.

6. Discounts and/or terms may be made more favorable.

7. Larger funds will be put into national advertising—perhaps with extra investments in highly localized advertising. These new budgets will be more convincingly presented to large retailers.

8. The pricing of the line may be made more competitive with the margin recaptured from co-op funds.

9. Special display allowances may be offered.

10. More payments for preferred shelf space, position, will be offered in larger sums and much more commonly.

Manufacturers will also turn to such programs as automatic re-order systems, pre-pricing, other techniques for cutting retail handling costs, more liberal allowances for local research projects, more liberal return privileges.

Trend Will Be Away from Co-op

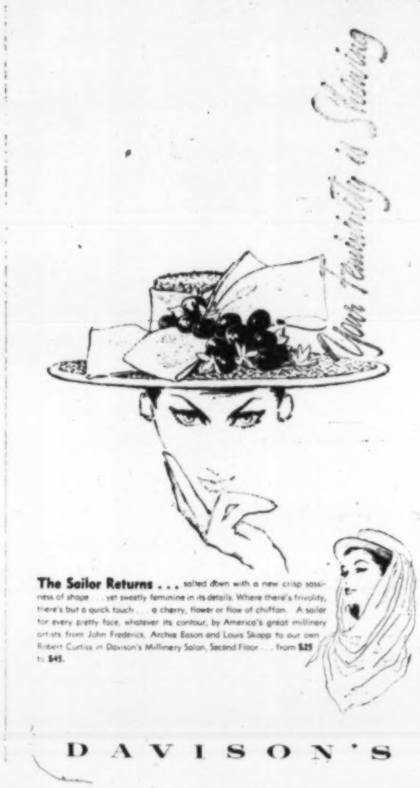
Basically, the trend will be in directions *other* than co-op—indeed, the co-op total has reached a figure that is so gigantic it could scarcely be subject to dynamic growth. These other directions will involve plans that will more surely wind up as stimulators of volume *particularly inside the store*, which in this self-service, impulse-buying age is where the sale is consummated.

Most significantly, *the large majority of the alternatives for co-op will be of a nature that will hardly justify a charge against the manufacturer's advertising budget.*

▪ The advertising budget, in other words, is finally to be relieved of an incubus that has weighed heavily on its back. It is to be cleansed, purified. It will be more broadly available to buy *controlled* advertising—*advertising* controlled *by the manufacturer.*

Learning from the Retail Ads . . .

The 'Regulated' Layout



The Sailor Returns . . . salted down with a new crisp sassiness of shape . . . yet sweetly feminine in its details. Where there's frivolity, there's but a quick touch . . . a cherry, flower or flow of chiffon. A sailor for every pretty face, whatever its contour, by America's great millinery artists from John Fredericks, Archie Eason and Louis Skapp to our own Robert Curtiss in Davison's Millinery Salon, Second Floor . . . from $25 to $45.

DAVISON'S

By Clyde Bedell

(*Mr. Bedell is a consultant in retail advertising and advertising training.*)

Last week, I discussed this excellent ad and its copy. Let's consider the layout. There is some sort of truth or integrity to all valid art. All arts have their undertones of science. That which is amorphous is not art. In particular art used commercially must have integrity. In the fine arts, experimenting unhinged from all reason is permissible. But the moment an artist accepts an assignment from business, the business and its objectives must interpose themselves between the artist and his "free wheeling" creation. It is the artist's reason for being employed, that he can and will use his art in the interest of his employer.

▪ A great many employers and a great many artists ignore this truism. The employer assumes because the artist accepts employment he knows what he is doing commercially. The artist assumes because the employer employs him, whatever his art may be will be acceptable.

Hence, in both national and retail advertising it is not uncommon to find artists being paid to conceal the stories writers are at the same time being paid to reveal.

Both layout and art—used commercially—are under obligations to business.

The layout here was, I feel sure, laid out spontaneously, creatively. I assume the artist faced a layout pad and went to work. Because his taste was good and his "feel" for the ad he was laying out was sound, he came up with a pleasing and effective disposition of the elements in the layout. (Maybe it was a "she.")

▪ When a layout "rings the bell"—when it has verisimilitude—it will always "entertain" or "accommodate" a set of some sort of geometric patterns.

The diagram above was made on a layout sheet laid over the ad itself. The ad was not regulated by the geometric forms. Rather, intuitively, the artist "hit" the proportions and disposition of elements that accommodate the lines.

Great artists often use these "regulating lines" (I am indebted to Le Corbusier, that grandly articulate French architect, for the phrase) to "correct" or "regulate" their "layouts" before firming them up. I mentioned Leonardo's Last Supper in this connection not long ago.

▪ During some intensive research on layout, I took numerous appealing ads and checked them for their congenial entertainment or accommodation of geometrical patterns. The more pleasing the ad, the more obvious the geometry or stark design it satisfied. A layout that "fails to come off" will fail to take such lines, but will instead violate every semblance of controlling lines.

The lesson to be learned, of course, is that the layout artist should first rough out what he "feels," and then before completing the layout, "regulate" it by disposing it into true forms and proportions through geometric patterns.

▪ The truly good layout often will accept two or more different sets of "regulating" lines. If men of genius of the calibre of Leonardo and Le Corbusier could wring extra effectiveness and "scale" and truth and fineness from "regulating lines," it is likely most layout artists can, too.

Actually, I have encountered very few artists who can even define "a layout" with any sort of defensible definition.

That means the layout artists are apt to be practicing their art as artists, rather than as professional layout artists. It is perhaps surprising that as many layouts come out as well as they do. #

World Marketing Conference Marks Chicago Trade Fair

CHICAGO, June 30—The first annual Chicago World Marketing Conference will be held July 13-15, in conjunction with the Chicago International Trade Fair, which heralds the opening of the St. Lawrence Seaway.

Thomas H. Coulter, chief executive officer of the Chicago Assn. of Commerce & Industry, said the annual conference was begun "to live up to our responsibility here in Chicago for developing more two-way trade between the Midwest and the world."

The conference is also designed to develop greater interest among American business men in investing capital and supplying know-how for new industries in other countries.

About 1,000 persons are expected to attend the sessions, which will cover market opportunities abroad, patents, licensing, franchises, and a survey of the American market, including discussions on advertising, distribution, merchandising, market research, pricing and transportation.

▪ Among the speakers will be Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, Chicago; Arno Johnson, vp and senior economist, J. Walter Thompson Co., New York; Frederick E. Spence, exec vp, Grant Advertising, Chicago; Robert J. Eggert, marketing research director, Ford Motor Co., Dearborn, Mich.; A. C. Nielsen Jr., president of A. C. Nielsen Co., Chicago; and Pierre Martineau, director of research and marketing, *Chicago Tribune*.

TITLE & TRUST SHOW TIES QUEEN, SEAWAY

CHICAGO, June 30—Chicago Title & Trust Co. will sponsor an hour documentary on WBKB July 5, on the eve of Queen Elizabeth's arrival in Chicago July 6 to tie together that event and the story of the newly opened St. Lawrence Seaway. Norman Ross will handle the show, combining live, film and tape segments. WBKB preempted network time for one half-hour of the show.

The financial institution previously has made use of one-shot specials to capitalize on specific events. Buchen Co., Chicago, is the agency. #

McGraw-Hill Names Speare to Publisher Post; Boosts Bottari

McGraw-Hill, New York, has promoted Caswell Speare from associate publisher to publisher of *Electrical Merchandising*. He succeeds Shelton Fisher, who recently was named senior vp of the company's publications division. Mr. Speare joined McGraw-Hill in 1946 as a staff member of *Bus Transportation*.

Caswell Speare

McGraw-Hill also has promoted George L. Bottari from associate editor to advertising sales manager of *Industrial Distribution*. He succeeds Donald C. McGraw Jr., who served in this capacity while he was associate publisher of the publication. Mr. McGraw recently assumed a new publishing assignment at McGraw-Hill.

WDRC, Hartford, Sold

Franklin M. Doolittle, president and founder of WDRC, Hartford, Conn., has sold the radio station to Buckley-Jaeger Corp. for a reported $815,000, subject to approval by the Federal Communications Commission.

Moore Named Adcraft Head

Wendell D. Moore, director of advertising and sales promotion, Dodge division of Chrysler Corp., has been elected president of the Adcraft Club of Detroit. Other officers are John S. Pingel, vp of Brooke, Smith, French & Dorrance, 1st vp; Toby S. David, public liaison for CKLW and CKLW-TV, 2nd vp; John R. Bowers, car advertising manager, Ford division, Ford Motor Co., secretary to the board; and Robert McKown, assistant to the president of D. P. Brother & Co., treasurer.

Fuller Promotes Four

Francis L. Smith, formerly ad manager of Fuller Brush Co., Hartford, has been named to the new post of merchandising director. Archie E. Krips, with Fuller since 1927, has been named sales promotion supervisor; H. S. Ingraham, with Fuller since 1941, has been named art and production supervisor, and Frederick E. Bieber, with the company since 1949, has been appointed publicity supervisor.

Butler Named NIAA President

Martin J. Butler Jr., advertising and sales promotion manager, Diversey Corp., has been elected president of the Chicago chapter of the National Industrial Advertisers Assn. Other members are J. W. Rosberg, Buchen Co., 1st vp; H. O. Hayes, Fuller & Smith & Ross, 2nd vp; R. H. Bacon Jr., R. H. Bacon & Co., 3rd vp, and R. F. Burke, Stewart-Warner Corp., secretary-treasurer.

Hold Everything Billionaires of Tomorrow
ORIGINAL GIMMICKS
Novel gimmicks make friends, influence sales—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1¢ to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 810 Maine St., Quincy 2, Illinois.

Would you like a copy of our A. C. Nielsen Cleveland Food Report?

SUPER VALUE
SUPER VALUE
SUPER VALUE
SUPER VALUE

WHATEVER YOU SELL YOU CAN SELL MORE OF IT IN THE Plain Dealer Market THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown's Counties are not included in above Sales.**

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Fenn Stark Mannion Amos Wilson Lake Davis Nordyke Sauerberg Loveless Lewis McClure Simpson Nutter Egan

HOT SPRINGS DELEGATES—*Newspaper advertising managers and executives fraternizing at the Newspaper Advertising Executives Assn. were Charles G. Fenn, Free Press, London, Ont.; John Stark, Toronto Telegram; Edward V. Mannion, Thompson Newspapers, Toronto; Walter Amos, Toronto Daily Star; E. M. Wilson, Montreal Star; John B. Lake, Journal, Elizabeth, N. J.; Charles J. Davis, Journal, Providence, R. I.; Hollis J. Nordyke, Tribune, Ames, Ia.; William Sauerberg, Ward-Griffith Co.; Ellis Loveless, Norfolk Virginian-Pilot & Ledger Star; John Lewis, St. Paul Dispatch-Pioneer Press; J. Warren McClure, Free Press, Burlington, Vt.; Irwin A. Simpson, St. Petersburg Times; Don L. Nutter, Independent Press-Telegram, Long Beach, Cal.; and James W. Egan, Egan Enterprises, New York.*

Home Furnishers Hear Sweet Sales Tunes—With Quavery Overtones of Weak Retailing

CHICAGO, June 30—The record of the International Home Furnishings Summer Market here is a two-sided disc and home furnishings makers and sellers may well be confused.

On one side is a vigorous overture blending the brisk jingle of sales gains over the first half of 1958 with a stirring choral recitation of census and household statistical predictions for the next ten years. These build into a bright cheery crescendo, hailing a bold new decade of selling, being proclaimed variously: The "golden," "zooming," "soaring" or "sizzling" Sixties.

But on the other side is a largo of lament that—sizzle or zoom—furniture is still low on shopping lists. It lampoons 1958 as a poor year to compare sales with. A group of harps repeats familiar tunes about dull and ineffective retail merchandising and advertising, and heard through it all are sonorous tones counting off percentages of the consumer dollar being lost by the furniture industry.

■ These are the dominant motifs aired in the communications phase—press conferences, interviews—of this market.

Buyer attendance at the market was somewhat ahead of last summer, but for a combination of reasons this was a quiet market. Many buyers obviously are shifting to the spring-autumn buying cycle centering around the High Point, N. C. market. Then too, two of the biggest companies in this field, Kroehler Mfg. Co. and Bassett Furniture Industries, sprung price drops in the opening days of the market, causing many buyers to start seeking out bargains.

The major appliances group and tv, hi-fi and record player manufacturers who usually unveil something new at these markets either had nothing spectacularly new or announced it weeks ago—for example, Philco's Safari portable tv (AA, June 22).

(An exception to this is RCA Victor's Programmer tv, "a tv receiver with a memory" that can be pre-set to play any 12 hours of viewing in 30-minute segments on any channel, and Admiral's and Sylvania's 23" tv.)

■ The major appliance sales picture is bright indeed, both on the record and in prospect, according to Richard J. Sargent, vp of Westinghouse Electric Corp. and general manager of its consumer products marketing and distribution.

He said the first five months of this year produced a 13% gain in automatic washer sales, an 8% gain for electric dryers, a 15% gain for free-standing ranges, a 47% gain for built-in ranges, a 23% gain for refrigerators and a 35% gain for freezers, all according to industry figures.

Only room air conditioner sales lagged (by 25%) in this period, he said, and this, he theorized, is probably due to big stocks on hand following heavy buying last fall by dealers seeking to avoid the then-proposed excise tax affecting air conditioners, slated to go into effect Jan. 1 (this tax didn't go through).

The industry's immediate prospects, Mr. Sargent said, are for a possible record sales year in 1959, even exceeding the old 1956 record volume. Distributor sales to dealers on home laundry units, electric ranges, freezers and refrigerators have been running 19.5% ahead of the year-ago volume, he said, but noted that the 1958 first half was a recession period. Even if this volume is no greater than 9% ahead at last year, he said, 1959 will turn out to be a record year for the appliances.

■ But, present market not withstanding, the furniture industry has apparently made marked gains over last year and predictions are for a record, or near record, year this year.

John M. Snow, exec vp of the National Assn. of Furniture Manufacturers, said NAFM expects manufacturer sales to reach a record $2.6 billion in 1959—$44,000,000 over the 1956 record—and this, he said, "would mean retail furniture sales of $4.34 billion." He said his predictions for 1959 are based on an estimated 12% gain this year over 1958 sales at the manufacturer level.

This 12% is, in fact, slightly below the average sales gains reported here by manufacturers. Their reports range mostly from 10% to 20% ahead, averaging at 15%.

Retail sales of home furnishings are apparently holding close to the 12%, however. Citing preliminary Federal Reserve Board figures on April sales of home furnishings by categories, Joseph A. Wagner, divisional merchandising manager of Kaufman's, Pittsburgh, noted these gains: housewares, 10%; draperies, curtains, lamps, shades, china, glass, major appliances and gifts, 11%; radio, tv, pianos, records, furniture, bedding and floor coverings, 12%.

Mr. Wagner also cited National Retail Merchants Assn. survey of retailers indicating that 99% of all retailers expect sales gains in the second half of this year—almost half of them by 15%—and that 25% of the retailers expect home furnishings to make the best gains.

■ But it is on this area of retail sales that most viewers with alarm in this industry continue to focus their gazes.

Charles Stapp, exec vp and general manager of Koos Bros., Rahway, N.J., asserted that "most retailers are in a state of complacency, relying too greatly upon the float of the national economy and accepting convention as their guide, rather than ingenuity and imagination." #

American Dairy Assn. Sets Butter, Corn Promotion

American Dairy Assn., Chicago, will sponsor a butter and sweet corn promotion during the last week in July and the first week in August, using four-color and b&w newspaper ads in 46 markets, plus a two-week spot radio drive. Reynolds Metals Co. will also tie in, demonstrating how to prepare the corn on outdoor grills with Reynolds Wrap, using commercials on "Walt Disney Presents" (ABC-TV) July 31 and Aug. 7.

NBC Pulls Out of UHF

National Broadcasting Co. has sold WNBC and WKNB, New Britain, Conn., to Connecticut Television, a corporation owned by Plains Television Corp., Springfield, Ill., and Springfield Television Broadcasting Corp., Springfield, Mass. The uhf tv station will continue to carry NBC programs. The sale is subject to FCC approval. This was the last uhf outlet owned by a network; CBS has already disposed of its uhf properties.

Grey Names Four A.E.s, VP

Grey Advertising Agency, New York, has appointed R. J. Durrell, Robert Willheim, Edward Ratner and Richard A. Dahl account executives. Mr. Durrell formerly was with Time Inc.; Mr. Willheim with Dot Records; Mr. Ratner was with Friend-Reiss Advertising, and Mr. Dahl was with Johnson & Johnson. Grey also has promoted Robert Dolobowsky from group art director to vp and head art director.

Delton Clothes to Morse

Delton Clothes Ltd., New York, men's sport coat manufacturer, has appointed Albert L. Morse & Co., New York, as its advertising agency. The 40-year-old company will launch its first advertising campaign in national media this fall.

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $4 for 12 issues, $7 for 24. New rates effective September 1, 1959.

Subscribe—**ART DIRECTION**

19 W. 44th St., New York 36, N. Y.

LAST CHANCE TO ENTER THE SATURDAY EVENING POST

"ULCER GULCH" CONTEST!

1ST PRIZE! The town of Ulcer Gulch, Arizona

2ND PRIZE! A real live ride-'em cowboy-type stagecoach!

3RD PRIZES! 100 real western hats! (fit ten-gallon heads)

ENTER TODAY!

If you're a resident of the U. S. or Canada and with an ad agency, or the sales, marketing or advertising department of any national advertiser, call the nearest Saturday Evening Post sales office for entry blank.

All you have to do is complete a Post jingle! Contest closes July 18, 1959.

Rolls-Royce Contest Is Shure Vehicle to Beat Summer Slump

EVANSTON, ILL., June 30—To offset what it calls "the usual summer lag" in hi-fi component sales, Shure Bros. Inc., maker of hi-fi cartridges and tone arms, launched nationally a 25-words-or-less contest last week offering the winner a $13,995 Rolls-Royce.

The offer was announced with two-column b&w ads in June 27 issues of *The New Yorker* and *The Saturday Review*. Other magazines to carry the campaign in July and August are *Audio*, *Esquire*, *High Fidelity* and *Hi Fi Review*, *Harper's Magazine*, *Sunset Magazine* and *The Atlantic*.

■ Entrants, who can get entry blanks from Shure dealers, are to write 25 words completing "I like Shure high-fidelity stereo cartridges because. . ." Entrants need not buy Shure cartridges, but if the winner happens to have bought one, he will also get an air trip to the British Isles to pick up his Rolls.

Win your next Rolls-Royce...

The contest closes Aug. 31.

William Hart Adler Inc., Chicago, is the agency. #

Chicago Execs Name Brooks

Edward R. Brooks, advertising and public relations director of Peter Hand Brewery Co., has been elected president of the Advertising Executives Club of Chicago. Other new officers include Robert B. Johnson, managing director, State Street Council, vp; Zed R. Daniels, director of advertising and marketing, Orange-Crush Co., treasurer, and Jean P. Fletcher, Bureau of Advertising, American Newspaper Publishers Assn., secretary.

Ronald Press Publishes Third Edition of 'Wholesaling'

Ronald Press Co., New York, has published the third edition of "Wholesaling," an analysis of the American wholesaling system. Included in the book are new concepts and developments concerning cost accounting, value added, productivity, performance measures in managerial control, materials handling and electronic data processing. The 705-page book is priced at $8.

This Credit Card Gives Privilege of Paying Cash

NEW YORK, June 30—A new consumer plan which runs counter to a national trend to eliminate money via credit cards has been started here by the Discount Club of America.

For $5 a year, members may obtain goods and services at a 10% discount provided they flash a "cash card" and pay in hard money.

According to DCA, over 5,000 establishments, ranging from motels to shoe stores, have signed for the plan, which is available in major cities in the U.S. and Canada, plus Cuba, Haiti and Jamaica.

Lester Harrison Inc. is the agency. #

Wodlinger Joins WMBD-TV

Mark Wodlinger has joined WMBD-TV, Peoria, Ill., as national television sales manager. Mr. Wodlinger will continue as exec vp of Community Telecasting Corp., Davenport-Rock Island.

Henri, Hurst Names Two

Henri, Hurst & McDonald, Chicago, has appointed Edward L. Medeski a merchandising executive on the Kroehler Mfg. Co. account and Ralph G. Scott an assistant account executive on Kroehler. Mr. Medeski formerly was a senior furniture buyer with J. L. Hudson Co., Detroit. Mr. Scott previously was assistant advertising manager of Kroehler.

St. Anthony
MESSENGER
National Catholic Family Magazine
Tell your sales story every month—in the bosom of the family.
SEPTEMBER ISSUE CLOSES JULY 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

ICAO ○ OACI

SAN DIEGO CALIFORNIA
CIVIL AIR CAPITAL OF THE WORLD
JUNE 16 - JULY 13, 1959

San Diego is host city to the 12th Assembly of the International Civil Aviation Organization, the world's 74-nation air parliament. The San Diego session is the first full-scale assembly of the ICAO in three years, and the first ever held in the United States. **The San Diego Union** and **Evening Tribune,** spokesmen for the fastest growing major metropolitan area in the nation, take particular pride in this dramatic affirmation of San Diego's international importance in the world of flight.

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth"
COPLEY NEWSPAPERS
15 "Hometown" Newspapers covering San Diego, California—Northern Illinois—Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

He's All Out for Ogilvy's Standards

To the Editor: When David Ogilvy discusses the basics of good admaking he always makes sense—and never more so than in his 20 precepts for judging art directors' contests which you dispose of a bit too lightly, methinks, in your June 22 issue.

If these keenly perceptive standards were properly absorbed and adhered to by all art directors, all advertising writers and all account executives, really bad space advertisements might in time become virtually extinct.

If Mr. Ogilvy's consent can be secured, we propose to emblazon them—in appropriately simple and elegant typographic dress—on a chart for permanent display on the walls of our agency clients' creative departments.

We also advocate that any member of any agency's copy or art staff who violates these commandments be promptly busted, and transferred to the shipping room.

Thomas Erwin,
President, The Advertising Workshop Inc., Chicago.

• • •

Know the Farmer and His Needs in Order to Sell to Him

To the Editor: The farm market is big. Selling to it is a big job. Advertising to this giant industry is a challenge. It requires creative thinking and a down-to-earth realistic approach.

To be effective, our agricultural advertising must be planned from within the farmer's mind. Not from within our own. If we are to move our client's products we must move our farmer's mind. To know him is to sell him.

The desires, wishes and demands of the farmer deserve our most thoughtful consideration. We won't talk down to him, but directly to him. That's the way he wants it. Then he'll listen and be sold. In the agricultural advertising field top creative people with a feeling for the farm are few. The agricultural agency would do well to provide an on-the-farm training program. A few weeks as a hired hand would open the eyes and mind of many an adman. Such experience could spark enthusiasm and creative thinking—would foster a fuller appreciation and respect for our farm market.

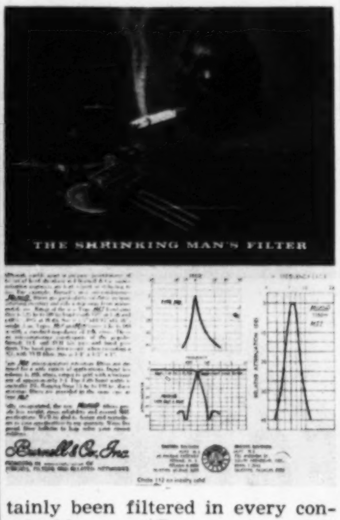
The farmer is best understood by another farmer. That applies to account men, marketing men, writers and . . . yes, to artists.

D. E. Andorfer,
Art Director, Record Advertising Agency, Fairbury, Ill.

• • •

'Shrinking Man's Filter'

To the Editor: Here is the electronic variation of that Viceroy theme—one theme that has certainly been filtered in every conceivable way. Goes to show that there are more filters than one and more "thinking men" than one.


THE SHRINKING MAN'S FILTER

Attached is from *Electronic Equipment Engineering* for June.

Herbert G. Keene Jr.,
George T. Petsche Advertising, Washington, D. C.

• • •

How About a Campaign on People's Contributions?

To the Editor: Your editorial on the "Non-Stereotype Adman" (AA June 1), stimulates a suggestion.

We so often complain about how badly misunderstood we are, and every so often we form a committee and write some dull, gray ads about advertising's great contribution to the economy. So far the returns aren't very great, and no wonder.

Why not a continuing campaign about the things which interest people: namely, people—who have made great contributions, not only to advertising but to letters and art and politics and humor and welfare and drama and whatever else?

Hucksters indeed! I couldn't agree with you more.

Norval LaVene,
Stromberger, LaVene, McKenzie, Los Angeles.

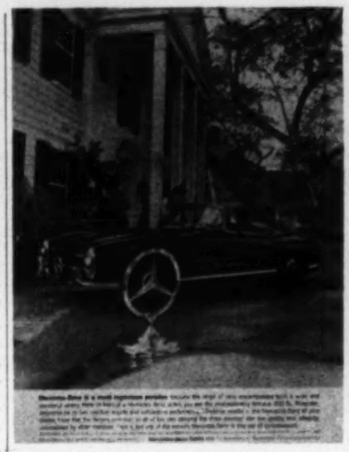
• • •

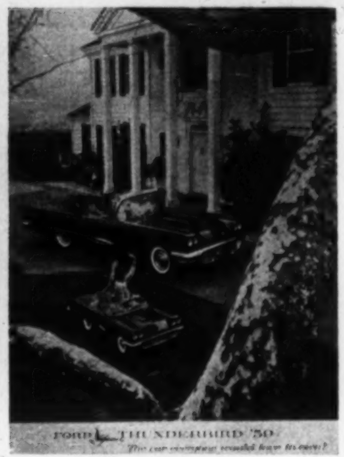
Reminder: For Sake of Joke Leave Out Health Disorders

To the Editor: Lest the amusement afforded representatives of the advertising profession encourage David Ogilvy and possibly some of them to repeat his little joke that his Kudner award-winning copywriter, Clifford Field, "suffers from epilepsy and several other loathsome diseases . . ." (AA, June 15) I would like to suggest that this gambit would be just as laugh-provoking with the omission of a specific health disorder. Furthermore, epilepsy is not a disease but a symptom. And still further, I don't know why he thought by substituting "epilepsy" for "leprosy"—the way this story has always heretofore been told—he was being less cruel, quantitatively at least, for one in every 100 persons is an epileptic.

Maurice A. Melford,
National Director, National Epilepsy League Inc., Chicago.

• • •





Must Be a Two-Car Family for This House

To the Editor: My wife's enthusiasm for fine houses and mine for exotic automobiles seldom overlap. When she came upon the enclosed Thunderbird ad, however, in the June 15 issue of *Sports Illustrated*, the house in the background stopped her. Seems she'd seen the same ad (or so she thought), in another current magazine that very day.

A little quick checking turned up the enclosed Mercedes ad, in the July issue of *Holiday*. Same house; same (almost) red convertible; slightly different view. Even the yellow license plates are similar. And the ads appeared within days of each other!

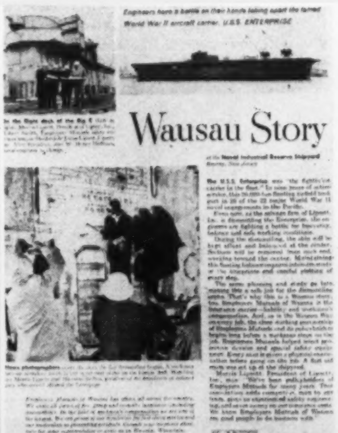
Coincidence, that perennial advertiser's bane, must've worked overtime to achieve this one. It's a pity, too. Both visuals are cleverly executed, and will doubtless become muddled in the minds of a lot of readers.

Leland R. Rosemond,
Otarion-Listener Corp., Ossining, N. Y.

• • •

Engineers' 'Battle' Brings Back Wartime Memories

To the Editor: The attached advertisement currently appearing in magazines is one of those "we could do without."


Engineers have a battle on their hands taking apart the famed World War II aircraft carrier, U.S.S. ENTERPRISE

Wausau Story

Employers Mutuals of Wausau

"Good people to do business with"

"Engineers have a battle on their hands taking apart the famed World War II aircraft carrier, U.S.S. ENTERPRISE" says the caption. Body type goes on to say how she " . . . was the fightin'est

Picture Q*

*What's your WOODquotient?

Once again, the latest Pulse* says WOOD-AM has the greatest share of audience. In how many quarter hours per week do we lead? 297 365 433
(We lead in 433; are tied in 9)

More national advertisers place schedules on WOOD-AM than on any other local station. How many were happily scheduled last year? 153 412 638
(412 — were you among them?)

WOOD-AM always leads in local promotions. The latest is coverage of the 5th Annual: WOODland Antique Auto Tour, WOODland Sports Car Rally, WOODland Motorcycle Jump
(WOODland Antique Auto Tour . . . 23 skidoo!)

Speaking of automobiles — foreign and domestic — how much loot did WOOD-listeners drop on cars in 1958? $307,633,000 $355,453,000 $409.273,000
($409, 273, 000** — with 536,769*** passenger cars runnin' around)

**SRDS Consumer Markets, 1958; ***Michigan Secretary of State.

How to rate your WOODquotient:
0 right — You need help, bad! Call the Katz man
1-2 right — Are you satisfied with mediocrity?
3 right — Close, but no seegar
4 right — You must be on our mailing list

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

Collins Miller and Hutchings

PHOTOENGRAVERS

333 WEST LAKE STREET
CHICAGO 6

carrier in the fleet" and of action in 20 of 22 major engagements in the Pacific.

A cut shows how an acetylene is to cut up the bulkhead directly beneath the Big "E's" chart of victories, sinkings, citations and actions.

Certainly the memories of the men from Halsey on down who served on this ship, the relatives and friends of those who died while in her compliment will not be endeared to this firm and its unfortunate advertising message of how tough it is to cut up what came close to being a great war memorial.

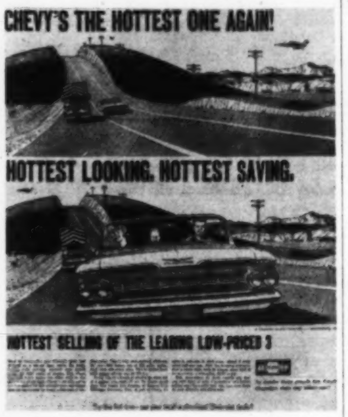
Harry Meade,
New York.

• • •

Patrol Car Is Missing

To the Editor: Nice ad by Chevy. Big, wide layouts. Interesting scenery. Lots of action. Only there's a car missing in this ad.

That would be the highway patrol car nabbing this fellow who's so blissfully driving his snappy new convertible that he completely disregards one of the most fundamental rules of the highway: Don't cross a solid white line.


CHEVY'S THE HOTTEST ONE AGAIN!
HOTTEST LOOKING. HOTTEST SAVING.
HOTTEST SELLING OF THE LEADING LOW-PRICED 3

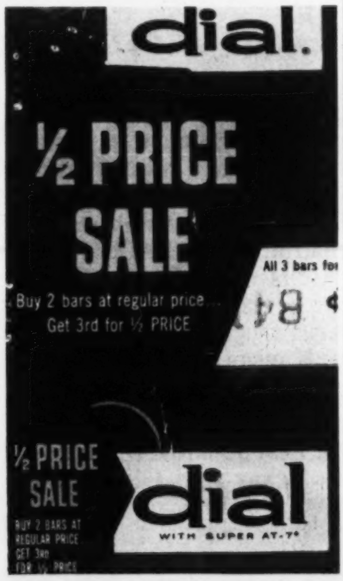
Dan Wallack,
Wallack & Green Advertising,
New York.

• • •

Has No Use for This Kind of 'Half Price Sale'

To the Editor: I am enclosing a wrapper from Dial soap. You will note that this is a wrapper which was securely sealed around three bars of soap.

You will also note that the largest type on the wrapper is "½ price sale."



Now I went to school... I can read... and this says to me that I can pick this up off the shelf and pay the gal at the register one-half the usual price. It says so!

But it is not true. As you can see from the small print, which, incidentally, is very carefully positioned on the bottom side when the band is around the three bars, that you "buy 2 bars at regular price... get the 3rd for ½ price."

I don't like this or any part of it. I have been in the advertising business for many, many years, and I think this is one of the most flagrant abuses that has come to my attention. Many times I have seen items of a similar vein in your publication, but almost invariably it has been something that a retailer has done on his own. This is an example of a well-known, respected corporation "pulling a fast one." I know the Federal Trade Commission would frown upon this, and undoubtedly would issue a Cease and Desist Order. But by the time they get around to issuing such an order, this promotion will probably be off the market and the company will merely say we are sorry, we won't do it again. In the meantime the damage has been done. (Incidentally, I have used Dial soap since the day it was introduced.

For the good of our profession, in both advertising and sales promotion, I would very much appreciate it if you would appeal to your readers, with this as an example, not to do this kind of thing. I am a U. S. citizen, now a resident in Canada, and I believe it is this type of promotion which occasionally causes Canadian people to frown upon some U. S. advertising and promotion techniques.

Stanley S. Roberts,
General Advertising Manager,
Massey-Ferguson, Toronto.

• • •

Gives Danes the Credit for Cigar-Smoking Females

To the Editor: I was really pleased to see that finally also Norway is observed by American admen (Voice, June 15).

Will you, however, be kind to inform Eldon Frye of San Diego that I doubt that this ad is cut from the Norwegian edition of *Reader's Digest*, as the copy is pure Danish. Another thing is that cigar-smoking females are no sensation in Denmark, while it's rare in Norway. So please give the honor to the Danes this time, but take another look to Scandinavia; you'll find pretty much of good advertising.

Sven-Erik Asklov,
Minneapolis.

• • •

Jeep Is an Adjective, and Remember the Capital

To the Editor: I wish to acknowledge the fine reporting done on the "Maverick" story which appeared on Page 22 of the May 18 issue of ADVERTISING AGE.

I realize more than most people, perhaps, how difficult it is to properly use the trademark "Jeep" which Willys Motors Inc. has registered in the U. S. and in some 90 foreign countries. In drafting news releases we find it especially difficult to think of enough varied ways to use the word properly. So, it is with some misgiving that I find it necessary to call your attention to a number of improper usages of the trademark in the article.

We, according to our trademark registration, use the word "Jeep" as an adjective, not a noun, or verb. And, according to our registration we do not pluralize the word or use "Jeep" without a capital "J."

Enclosed is a little booklet recently prepared by Willys which pretty well covers the subject. It would be greatly appreciated if you will pass this around to your associates in the editorial department.

The matter of trademark usage in no way dampens our admiration for the splendid article on the effect "Maverick" is having on our "Jeep" sales. I am sure, however, you will agree with me when I say we must constantly strive to protect the trademark which we so highly value.

M. R. Bishop,
Director of Public Relations,
Willys Motors Inc., Toledo.

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600

ANNUAL BARGE OUTING
GREATER PHILADELPHIA TUGBOAT ASSOCIATION
Richard Decker

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Dallas Agency Picks Student

Howard Williams, senior at Southern Methodist University, is winner of the annual advertising fellowship competition sponsored by Clarke, Dunagan & Huffhines, Dallas. As winner, he will be employed by the agency for the summer. Mr. Williams won with a tv script which he submitted as his solution to the problem set forth: How best to demonstrate the advantages of buying a slightly higher-price refrigerator in preference to an economy model.

Sullivan Joins RAB

Robert J. Sullivan, formerly director of advertising and promotion of Corinthian Broadcasting Corp., has been named promotion manager of the Radio Advertising Bureau, New York, reporting to Miles David, vp and director of promotion. Harold S. Meden, a member of the RAB promotion staff, has been promoted to assistant to the director of promotion.

Entering an unfamiliar market?

ACB Reports fill the gaps

The firm that is considering marketing a product unfamiliar to them—or selling a product in an unknown area—must find answers to a lot of difficult questions. On questions of competition; prices; dealers; size, frequency and cost of dealer advertising—ACB Research Reports give you exact and definite answers.

On other questions such as number of prospects; reputation of competitors; adequacy of present sales force—ACB Reports give data on which you can form sound judgments.

ACB reads and analyzes every ad in every daily and Sunday newspaper in the United States. In so doing, they have available to them vast amounts of quantitative and qualitative information on the what, when, and how of retail selling. This is information unobtainable from other sources. Write for ACB "*Unfamiliar Market*" folder.

For a description of ACB's 14 Newspaper Research Report Services that help you do a better marketing and advertising job for present products, ask for ACB's free 48-page catalog.

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB

The ADVERTISING CHECKING BUREAU INC.

Current Deals and Offers

Instant coffees, frozen foods, instant mashed potatoes and soft drinks turned up in strength in deals and offers noted by ADVERTISING AGE in a spot check of Thursday, June 18, editions of 13 newspapers from around the country.

The newspapers were the *Boston Traveler, Charlotte Observer, Columbus Dispatch, Dallas Times Herald, Detroit News, Houston Chronicle, Knoxville News-Sentinel, Miami Herald, San Diego Tribune, Milwaukee Journal, Minneapolis Star, Peoria Journal Star* and *South Bend Tribune*.

The 13 were selected from among a number of newspapers scattered geographically and from markets often used by advertisers as test markets. Since offers made by manufacturers (retail store specials are not included) tend to appear in a number of newspapers on the same day, whenever an offer is listed for the first time, all the other cities in which it appears are given. These offers are not listed again for the newspapers in those cities.

Product	Ad Size	Offer
Boston Traveler		
Libby's frozen pineapple-raspberry and pineapple-strawberry drinks	2x200	50¢ cash refund for eight can tops. Also in Milwaukee.
Maxwell House instant coffee	Page	20¢ off on 10 oz. jar.
Pillsbury's Best flour	3x195	$25,000 bake-off contest. Also as page in Miami.
Heinz baby foods	4x160	25¢ cash refund for six labels from screw-top jars. Also in Columbus, San Diego.
Shirriff Potato Plus instant mashed potato flakes	5x195	15¢ discount coupon on one package.
Siesta coffee	4x170	20¢ discount coupon on 6 oz. jar.
Surechamp dog food	4x245	20¢ discount coupon on any package. Also in Knoxville, Miami, Minneapolis, South Bend.
Ballantine Double LL beer	3x65	$1,500 baseball contest.
ZBT baby powder	3x35	Inflata-crib for $2 plus coupon available from Stop & Shop. In Stop & Shop general ad.
Liquid Lustre Creme	3x35	Two 60¢ bottles for 99¢ (introductory sale).
Charlotte Observer		
Curtiss Miracle Aid drink	4x300	Contest for vacation, RCA tv, movie tickets and Baby Ruth Nuggets
Columbus Dispatch		
Krey canned meats	2x300	$1 discount on any food at any store for four Krey can labels.
Shedd's peanut butter	3x100	5¢ off from regular price of 12 oz. jar.
Egg Made noodles	5x205	8¢ discount coupon on any package.
Pard dog food	2x35	Three cans free for labels from six cans.
Sunkist frozen lemonade	4x150	10¢ discount coupon on three 6 oz. cans or one 18 oz. can.
Rinso Blue	3x40	Picture World Encyclopedia for kids, each of 12 volumes for 50¢ plus box top.
Jiffy's Chuck-Wagon steak	4x160	25¢ cash refund for package label.
Canada Dry Grapefruit drink	3x260	5¢ discount with purchase of bottle of ginger ale.
Dallas Times Herald		
Freewax	Page	Refund on 69¢ or $1.19 can.
Snowdrift shortening	5x200	10¢ discount coupon on 3 lb. can.
Chase & Sanborn instant coffee	2x110	10¢ discount coupon on jar. (Another 10¢ discount offered on jar for total of 20¢ off.) Also in Houston.
Light Crust flour	5x200	$2,500 name-it contest.
Imperial Sugar	3x150	Children's cookbook for label.
Gladiola cake mix	Page	10¢ discount coupon on cake mix box. Also in Houston.
Van Camp's frozen casserole	2x300	15¢ off coupon on casserole.
Sears, Roebuck home siding	5x40	$35 off coupon on home siding job.
Sears, Roebuck home roofing	5x40	$25 off coupon on home roofing job.
Detroit News		
None		
Houston Chronicle		
Birds Eye chicken dinner	3x190	10¢ off coupon on chicken, beef or turkey dinners.
Morton House baked beans	1x90	3¢ off.
Nutri-Tonic lotion shampoo	2x55	Bottle free with purchase of Life Lotion hair treatment bottle.
Wash'n Curl shampoo	1x125	75¢ size free with purchase of $1.50 size. Also in Peoria.
Colgate toothpaste	1x60	13¢ off on two-tube purchase (in Mading's Drug Store general ad).
Knoxville News-Sentinel		
Clark's chewing gum	3x65	Miniature camera for 50¢ and six wrappers. Also in Milwaukee.
Miami Herald		
Swans Down cake mixes	3x200	10¢ off coupon on any cake mix flavor.
Libby's sliced pineapple	7x210	10¢ off coupon on No. 2 or No. 2½ cans.
Parker House Frozen-Rite rolls	2x40	¼ lb. of Superbrand margarine in each package of 24 rolls (in Kwik Chek general ad).
Crisco	2x85	5¢ off (in Grand-Way general ad).
Sego evaporated milk and Thoro-Fed dog food	3x210	25 ft. vinyl garden hose for 88¢ plus six Sego or Thoro-Fed coupons.
San Diego Tribune		
Birds Eye chicken dinners	3x195	50¢ cash refund for two wrappers of chicken, beef or turkey dinner.
Wish-Bone french dressing	3x260	Cash refund of purchase price of bottle (introductory offer).
Butter-Nut instant coffee	5x195	50¢ cash refund for label from 6 oz. jar.
Nescafe instant coffee	5x200	20¢ off on 8 oz. jar (introductory offer).
White King cleanser	4x250	4¢ off (introductory offer).
Milwaukee Journal		
Minute mashed potatoes	4x245	5¢ off (introductory offer).
Johnson Windmill Cookies	6x130	7¢ off coupon. Also in Minneapolis.
Siesta instant coffee	2x35	25¢ discount coupon.
Swanson tv dinners	2x75	Cash refund on price of dessert pie for labels of pie and tv dinner packages.
Minneapolis Star		
None		
Peoria Journal Star		
LaFrance bluing	5x195	10¢ off coupon.
Pine Gloe ammonia	4x180	10¢ off coupon.
Nucoa margarine	3x100	10¢ off coupon.
South Bend Tribune		
Listerine	2x55	$50,000 contest for swimming pools (in Hook's Drugs general ad).

Advertisers Offered 'Market 4' Coverage in North Jersey

United Advertising Corp., Newark, and O'Mealia Outdoor Advertising Corp., Jersey City, have combined their services and facilities to offer advertisers poster and painted bulletin coverage in the eight counties of northern New Jersey. In a presentation for this package, they call this area Market 4, pointing out that it has 4,000,000 people and ranks fourth (behind New York, Chicago and Los Angeles) in buying power of metropolitan markets in the country.

RCA Names Russ Conley

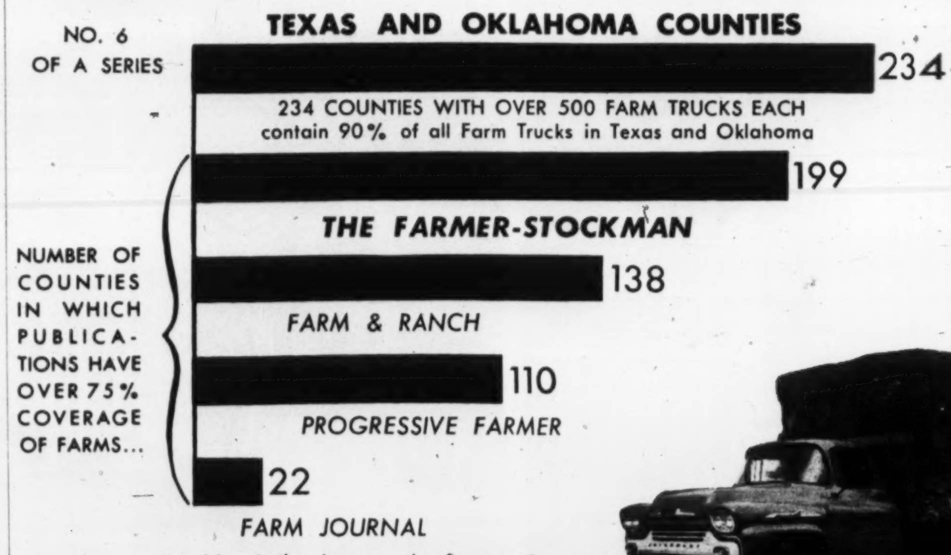
Radio Corp. of America has appointed Russell E. Conley to the newly created post of manager of publications advertising and promotion. Mr. Conley, formerly advertising and sales promotion manager of the old radio and Victrola division (now part of the new home instruments division), will have corporate-wide responsibilities in the department headed by R. H. Coffin, RCA advertising and sales promotion vp.

Wesley Adds Faunasol

Guardian Chemical Co., New York, has appointed Wesley Associates, New York, to handle advertising for Faunasol, a dog powder product. The account formerly was with Mogul, Lewin, Williams & Saylor.

GREATEST COVERAGE

Where Farm Trucks Count Most...



TEXAS AND OKLAHOMA comprise the greatest area for farm trucks in the nation. Texas alone has 50% more farm trucks than California, the second state in rank. Oklahoma is 8th in rank, with 2,000 more farm trucks than Iowa. Texas and Oklahoma combined have more farm trucks than California and Kansas, the next best states, combined.

THE FARMER-STOCKMAN gives the best possible farm coverage in Texas and Oklahoma.

The Farmer-Stockman

Send for similar data on other farm equipment, livestock, crops, irrigation and farm income.

436,476
paid subscribers,

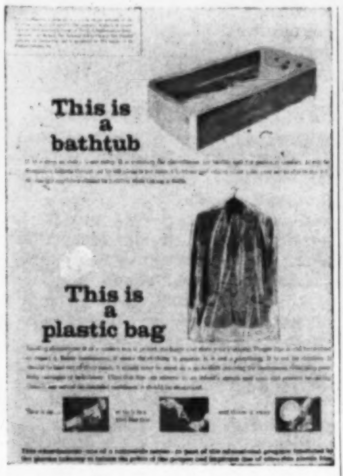
The Farmer-Stockman
OKLAHOMA CITY • DALLAS
J. H. Hunter, Advertising Director

400 N. Michigan Avenue
Chicago 11, SUperior 7-6145

4321 N. Central Expressway
Dallas 5, LAkeside 1-3121

420 Lexington Avenue
New York 17, MUrray Hill 4-3340

500 N. Broadway
Oklahoma City 1, CEntral 2-3311


This is a bathtub
This is a plastic bag

DANGER—*This is one in a series of newspaper ads the Society of the Plastics Industry Inc. is running in 117 newspapers to educate parents on the proper use of plastic bags (AA, June 22).*

Printer Issues Free Warning Labels in Own Plastic Drive

NEW YORK, June 30—One New York printer is waging his own one-man campaign to warn the public of the plastic bag dangers. Milton Graifman, head of Print-Rite Press, 37 West 20th St., New York, has put his battery of presses to work printing up millions of "caution" labels in English and in Spanish, for retailers to attach to thin plastic bags. The labels are offered free to any retailer who requests them.

■ The copy on the labels reads: "Caution. This plastic bag is safe, clean and effective when used for the purpose it is designed for. It is not safe in the playful hands of children. When this bag has served its purpose, be sure to discard it completely where children cannot get at it." #

Honolulu Adclub Elects Ray Milici President

Ray Milici, president of Milici Advertising Agency, has been elected president of the Honolulu Advertising Club. He succeeds Vince Ridge of Standard Oil Co.

Other new officers of the club include Phillip Dooley, Woodrun & Staff, vp; and Mrs. Lillian Givens, Honolulu Educational Assn., treasurer.

Ray Milici

Goodrich Heads Texas NIAA

Dan Goodrich, owner of the Dan Goodrich agency, Dallas, has been elected president of the North Texas chapter of the National Industrial Advertisers Assn. Other new officers, all from Dallas, are R. A. Surrey, Johnson Printing Co., and Richard M. Perdue, Texas Instruments Inc., vps; Gene Garner, Continental-Emsco Co., secretary; C. A. Nicholson, Chance Vought Aircraft, treasurer; and Charles M. Clough, Texas Instruments, sergeant-at-arms.

Kosky-Scarpelli Agency Bows

Kosky-Scarpelli, a new agency, has opened offices at 15 Beach St., Stapleton, N. Y., on Staten Island. The principals are William B. Kosky Jr., formerly executive editor of the *Staten Islander* magazine, who will handle all copywriting, and Henry Scarpelli, originator of the "TV Tee-Hees" syndicated cartoons, who will handle the art work and layouts.

Naegele Names Burkhart, Root; Changes Name

Charles B. Burkhart has been named president of Naegele Advertising Companies, Milwaukee, and James C. Root has been named vp and director of sales. Mr. Burkhart formerly served as exec vp in charge of sales and operations for all Naegele plants. Mr. Root was formerly vp of Naegele of Wisconsin and directed national sales for all plants. He will continue to carry this responsibility with the parent company.

Naegele has changed its name from Naegele Outdoor Advertising Co.

Kenyon Elected President

Howard Kenyon has been named president of Andrews Agency, Milwaukee industrial advertising company. Mr. Kenyon, with the agency 12 years, formerly was 1st vp. Arnold Andrews, founding president of the agency, retains his position as chairman of the board.

Friend's
MACARONI 'n BEEF
WITH TOMATO SAUCE

Friend's is being tested in PORTLAND MAINE . . . because

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

Source Sales Management

PORTLAND MAINE NEWSPAPERS

PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone 100% coverage of city zone

represented by Julius Mathews Special Agency

BACH TO BALK

Hans Schwieger conducts the Kansas City Philharmonic . . . and WDAF carries the melody live to people in six states. ■ An umpire bellows his decision on a close play, and WDAF picks up the major league action for A's fans all over the Midwest. ■ From Bach in the Music Hall to balks at the ball park . . . this breadth of programming comes to the Heartland *only* from Signal Hill. Between these two rather specialized segments, WDAF Radio presents a carefully paced schedule of popular music, minute featurettes, and the best news coverage anywhere. ■ Put it all together and you have the Big Sound from Signal Hill . . . the mature, responsible radio sound that is capturing more Heartland listeners every day. ■ Contact the Christal men for full details.

WDAF 610 on the dial SIGNAL HILL

KANSAS CITY, MO. NBC

A NATIONAL THEATRES STATION

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Just the other day, we received a letter from a gentleman who—in not so many words—suggested that perhaps our ads belonged in the section of this magazine headed "ADVERTISING WE CAN DO WITHOUT." Now, eliminating the possibility that this letter was sent to us by a competitor, it certainly provides food for thought. On that basis, we have decided to hold an election in which all are cordially invited to vote. A ballot is provided below and the polls open immediately. Extra space is provided for any especially pertinent prose you may wish to add.

OFFICIAL BALLOT

☐ Please continue to dish out the drivel. We've lived with it so long, the good news of its passing might be too much to take.

☐ Stop. Enough is enough.

Remarks: ____________________

____

____

Our second Annual Survey of Drug Store Shopping Habits is now in preparation and should be ready by the 1st of August. In case your memory needs refreshing, this survey contains information such as where consumers prefer to buy items usually found on drug store shelves (but also available in other retail outlets) and why . . . frequency of shopping . . . reasons behind preference of one drug store over another . . . doctor's influence on selection of drug store to fill prescription . . . degree to which customers regard the druggist as a professional man . . . and many, many more facts and figures on drug store shopping habits.

* * *

Like the parallel study of Super Market Shoppers conducted annually for the past six years . . . this study is prepared by Ben Schapker, Merchandising Director of the Burgoyne organization . . . and a top hand at getting reliable, accurate merchandising facts.

* * *

Your copy of this Survey of Drug Store Shopping Habits . . . comes to you postpaid for one buck stapled to your letterhead.

Burgoyne
GROCERY & DRUG INDEX INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Danish Brewers to Import Beer (Rivalry, Too)

Tuborg, Carlsberg Chafe Over Tiny Share of Tiny U. S. Import Beer Market

NEW YORK, June 30—The world's two largest beer exporters are looking enviously at the big slice foreign car manufacturers have carved out of the U.S. market.

"If they can do it, why not we?" ask Carlsberg and Tuborg, of Copenhagen.

While the two Danish brewers each happen to be asking the same question at the same time, this is not a combination deal. Tuborg and Carlsberg are as competitive as Pabst and Schlitz.

Carlsberg has taken the lead with a fresh campaign designed to triple its sales in six months. Tuborg also is planning to step up its promotional efforts—but the details still have to be worked out.

Imported beers now have an insignificant share of the U.S. market. Some 100 brands are imported, and their combined sales in 1958 accounted for less than 0.5% of the market.

Solow Wium Schwartz

SKOL—*Planning marketing strategy for Carlsberg are Leif Wium, president of the Carlsberg Agency, and Martin Solow, exec vp, and Larry Schwartz, president of Wexton Co., Carlsberg's agency.*

▪ Carlsberg and Tuborg are the largest brewers on the European continent, and it irks them that they are not even leaders in this tiny segment of the American market. The top-selling imports are Lowenbrau, from Germany, and Heineken's, from the Netherlands.

To see what can be done to change this picture, Carlsberg has launched a $150,000 campaign keyed to the theme, "Quaffmanship—the joy of drinking beer." The drive began with a "Quaffmanship" page ad in the June 4 *New York Times* (AA, June 8). This 1,965-word ad, which contained a good deal of beer lore, also ran as a spread in the June 22 *Sports Illustrated*. The campaign will continue in *Cue, New York Times Magazine* and *Sports Illustrated*.

The Wexton Co. handles Carlsberg advertising. Martin Solow is the account executive.

One of the aims of the new campaign—the biggest Carlsberg has ever undertaken here—is to increase home consumption. Like other imports, Carlsberg derives more than half of its total sales from on-premises purchases in such places as bars and restaurants.

▪ From a geographical standpoint, the imported beers occupy the position held by the foreign cars eight years ago—their sales are highly concentrated in coastal areas and New York particularly. Carlsberg currently does about one-third of its business in the New York area.

Leif Wium, president of the Carlsberg Agency, New York, the brewer's U.S. representative, describes the expanded campaign as one designed to "make Carlsberg the top U.S. import."

But he adds: "We are also hopeful that it will be a factor in selling the public on beer as a refreshing and healthful beverage. Only about half of the U.S. population drinks beer. And only 8% of the people consume 60% of the beer. If brewers can get people excited about beer and talking about it, it follows that per capita consumption will show a solid rise, and all of us—domestic and import alike—will show substantial gains in sales."

▪ Mr. Wium professes to be unconcerned by the relatively high price of imported beers. In stores, Carlsberg and Tuborg sell for 40¢ a bottle; in restaurants, the tab is 65¢ and up.

"We can't be concerned about competitive pricing," he says. "We sell a quality import and get a quality price for it. It's our belief that consumers have more money to spend and are spending an increasing portion of it on fine imported goods."

▪ Carlsberg's arch rival, Tuborg, has been concentrating its small budget in trade publications. Plans for an expanded campaign in consumer media are now being considered by Einar Dessau, a director of Tuborg, who recently arrived here for a tour of the U.S.

Erwin Wasey, Ruthrauff & Ryan handles Tuborg advertising. Albert Tilt is the account executive.

▪ Mr. Dessau, grandson of the founder of Tuborg, told ADVERTISING AGE that his company is now serious about making a bigger dent in the American market. He said he realizes that more advertising will have to be done.

Einar Dessau

Mr. Dessau is a 67-year-old Dane who has achieved competency in a number of fields other than brewing. In 1906, when he was 14 years old, he became the world's first ham radio operator. He began flying gliders when he was 18. He became a civil engineer in 1916. He has been a pilot since 1947. He is an art collector, an expert photographer, a founder of the Royal Danish Aero Club and a member of the board of directors of the Denmark-American Foundation.

▪ Carlsberg and Tuborg are similar in many respects. Each has an annual output in excess of 1,000,000 bbls. of beer (it's a sore point between the two as to which is first). Each exports about 25% of its production to more than 100 countries. Each has its best export market in Great Britain. Each maintains Copenhagen breweries which are showplaces for tourists.

In addition, each has a philanthropic foundation attached to its commercial operation. In the case of Carlsberg, the Carlsberg Foundation actually owns the brewery and the profits from beer-making are used to finance cultural and scientific activities. The Tuborg Foundation backs similar activities, but it has only a minority capital interest in the brewery. #

New PR Periodical Published

The first issue of "Practical Public Relations," a monthly periodical, has been published by W. A. Depperman. The new publication will cover all facets of the public relations field, giving suggestions for improving effectiveness. Regular subscription rate is $45 per year in the U.S., and special charter subscription rate is $30 per year. Further information may be obtained from Mr. Depperman, P. O. Box 335, Wilmette, Ill.

Burn-Smith Adds 5 Stations

Five radio stations have appointed Burn-Smith Co. their national sales representative. They are WJJL, Niagara Falls; WLBJ, Bowling Green, Ky.; KLMS, Lincoln, Neb.; WRIS, Roanoke, Va., and WWOD, Lynchburg, Va.

PERSONALS

Get sparkling sales results in the
DAVENPORT METROPOLITAN AREA!

Use Davenport Newspapers to put your sales words in the mouths of 272,600 Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

DAVENPORT
MORNING
EVENING
SUNDAY

NEWSPAPERS
Represented by Jann & Kelley Inc.

Circulating Davenport and Bettendorf, Iowa
Rock Island, Moline, East Moline, Illinois

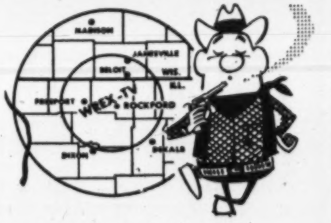
Copr. 1959 Sales Management Survey of Buying Power

WREX-TV
RATES 79TH*
AMONG THE TOP
ONE HUNDRED TV MARKETS
*SOURCE: TELEVISION MAGAZINE

REX,
the friendly
Lion says...

"YOU GET THE LION'S SHARE OF RICH AGRICULTURAL AND INDUSTRIAL MID•AMERICA"

Shoot Dead Center for SALES POWER!



YES, STRAIGHT SHOOTIN' RIGHT INTO 365,000 HOMES IN THE HEART OF MID•AMERICA'S AGRICULTURAL AND INDUSTRIAL MARKETS

REPRESENTED BY H-R TELEVISION INC.
J. M. BAISCH GEN. MGR.

WREX-TV
CHANNEL 13 ROCKFORD

Liquor Sales Up 1.7% in '58, Says 'Handbook'

(*Continued from Page* 1)

gain.

The 1958 lineup of the ten leading whisky brands, the handbook reports, were as follows:

Seagram 7 Crown (a House of Seagram blend) led the field, as it has for many years, with 7,200,000 cases. Imperial (a Hiram Walker blend) and Old Crow (a National Distillers' brand sold both as a bond and a straight) tied for second place with 2,200,000 cases.

■ Third place was tied by Calvert Reserve (a Seagram blend) and Schenley Reserve (a Schenley blend) with 2,000,000 cases each. Seagram VO (a Canadian whisky) took fourth place with 1,950,000 cases, followed by Canadian Club (a Walker brand) in fifth place with 1,800,000 cases. Corby's Reserve (another Walker blend) placed sixth with 1,650,000 cases. Jim Beam (made by the distillery of that name, a straight bourbon) took seventh place with 1,500,000 cases.

Early Times (a Brown-Forman straight) was eighth with 1,450,000 cases. Ancient Age (a Schenley straight) was ninth with 1,350,000 cases. Fleischmann Preferred (a blend) was tenth with 1,100,000 cases.

■ On the advertising front, the "Liquor Handbook" notes that distilled-spirits advertising in daily newspapers fell off sharply in the early part of '58, but recovered somewhat as the year lengthened.

Total newspaper expenditures by distilled-spirits advertisers in 1958 were approximately $48,200,000, a decline of 3.2% from the record $49,799,000 of 1957. The ten most advertised brands in newspapers in 1958 (based on tabulations in 240 newspapers in 131 top markets) are estimated as follows:

Seagram 7 Crown, $2,633,900; Calvert Reserve, $1,550,400; Four Roses, $1,289,350; Smirnoff vodka, $1,209,600; Seagram's VO, $1,019,900; Early Times, $915,100; Schenley Reserve, $906,500; Old Crow, $826,700; Carstairs, $803,200, and Canadian Club, $802,300.

■ "Distillers Corp.-Seagram was once again the largest user of newspaper space," the handbook says, "with total 1958 expenditures in the 131 top markets of $10,416,600, as compared with $9,693,200 in 1957. National Distillers spent $5,521,400, Schenley Industries $7,259,100, and Hiram Walker $2,701,900.

"The use of color was extended to many more newspapers than ever before," it is noted, "and it is rapidly becoming possible to make up a schedule covering almost all major urban markets, providing for use of color in each."

In magazine advertising new records were set in 1958, the report says, for both number of pages and total expenditures.

Distilled-spirits advertisers spent a total of $32,972,993 in 1958 to purchase 3,225.71 magazine pages. The advance was 1.9% in number of pages used and 6.3% in dollar expenditures compared with '57 when the comparative totals were 3,164.74 pages and $31,018,281.

■ For the second time, the report says, scotch led all other product types in magazine advertising dollar expenditures, with a total for '58 of $5,665,449, up 1%. Spirit blends made a notable gain, going up 13.6% from the $4,588,149 of '57 to a '58 total of $5,213,363.

"Most newsworthy development of the year," the report points out, "was the 52.9% gain by "combination" bourbons, that is, bourbon brand names made available in both bottled-in-bond and straight-whisky versions and advertised together. Such expenditures after a drop in '57 as compared with '56 rose from $3,116,103 to the '58 total of $4,765,277.

■ "Because of this sharply defined trend," the report says, "advertising of straights and blends of straights (as distinct from combination-label advertising) rose only 3%.

"Advertising of Canadian whisky in magazines continued impressively on the upswing. Total magazine spending for the year was $3,195,254, an increase of 12.8% from the $2,833,955 of '57.

"Rum also showed a large increase, led by the Rums of Puerto Rico campaign. Spending jumped from $824,754 in '57 to $1,327,987, a rise of 61%."

■ The ten leading brands advertised in magazines in '58 were:

Canadian Club, $1,605,867; Old Grand-Dad, $1,389,547; Seagram's VO, $1,349,527; Seagram 7 Crown, $1,326,627; Four Roses, $1,292,290; Smirnoff vodka, $1,189,175; Seagram's Golden gin, $1,114,730; Old Crow, $1,003,785; Old Taylor, $946,265; Calvert Reserve, $735,586.

Distillers Corp.-Seagrams was not only, as usual, the leading magazine user among companies, the report says, but by increasing its expenditures from $5,982,844 in '57 to a record total of $8,254,288 in '58 was in itself the most important reason for magazines' good year.

■ One of the most important distilled-spirits industry news developments of '58, the report notes, "was the decision of the Distilled Spirits Institute to drop the voluntary ban on use of illustrations of or any mention of women in advertising, a gentlemen's agreement that had been in force throughout the first quarter-century of repeal.

"The decision, while it does not in any way change the present market complex," the report says, "is somewhat belated recognition of profound alterations that have occurred in American living habits since the end of World War II, and hence will have considerable significance in the future."

■ The stimulus of entertainment and consequent diversification has to some extent, in a prosperous economy, overcome the effects of very high taxation, the handbook finds, and the market for distilled spirits is broadening. Because of this the industry withstood the recession months of early 1958 much better than had been anticipated. People are drinking on more occasions, but less per occasion, the report says.

Many charts and statistical tables on all phases of the liquor industry are included in this year's edition. #

Wilmotte Names Janisch VP

Joseph V. Janisch has been elected vp of Wilmotte Research Tabulating, in charge of Chicago operations. Mr. Janisch was formerly administrative assistant to the president. J. Edward Wilmotte, president of Wilmotte, a division of Workman Service, has been elected exec vp of all Workman Service New York operations.

Jack Ewan Joins Motorola

Jack D. Ewan has joined Motorola Inc., Chicago, as director of public relations. Mr. Ewan was formerly midwest regional pr manager of the Chicago office of General Electric Co.

HOT ENOUGH?—*When East Ohio Gas Co. wanted a hot looking ad to sell gas air conditioning, Ketchum, MacLeod & Grove tapped its own mail room manager, George Grant, as the model. Mr. Grant's suffering countenance appeared in newspapers in 15 Northeastern Ohio communities.*

NAB Code Board Will Use Carrot as Well as Whip

(*Continued from Page* 1)

membership acquires more meaning, NAB is also expected to move to get more code publicity on the air.

Until the hard crackdown on stations carrying hemorrhoid remedy spots, the code board had done nothing more than threaten stations which were found to be violating the code. Annually at NAB conventions, the code review board reported on the amount of compliance it achieved through conferences, and during the past two years it reported that some stations were on the verge of having their code seal withdrawn unless they complied.

On several occasions the code review board had been on the verge of withdrawing code seals from stations accused of "over-commercialization," but in each instance they resigned before a citation could be lodged, or they decided to comply.

■ Recently, however, three "over-commercialization" cases came to a head. They had dragged on intermittently for over a year, with several "final" warnings issued. Two of the stations ultimately resigned, but a third is among the 13 stations which were notified by NAB two weeks ago that their right to use the code seal will be withdrawn.

This station, which was also among the stations carrying hemorrhoid remedy spots, had a record, according to NAB sources, which included: Multiple spotting—10 commercials in a row; exceeding allotted commercial time—84 minutes of commercials during a four-hour sportcast; a 10-minute newscast with five minutes of commercials and a 15-minute "chat" program involving nine minutes and 30 seconds of commercials. The station was also reported to be carrying 18 hemorrhoid remedy spots in one week, including one which was placed next to a children's cartoon program.

■ The next major phase of NAB's code enforcement drive involves a concerted effort to upgrade tv advertising for sensitive personal product items.

A plan for a series of conferences with agencies and advertisers to discuss objectionable "techniques" which have been used for these products has been announced by Donald McGannon, code review board chairman.

In addition, NAB is expected to release a document in the near future which will illustrate specifically the kind of copy which the code review board hopes to eliminate.

This new effort, according to Mr. McGannon, is directed, in particular, at the techniques used to present ads for laxatives, depilatories, deodorants, foundation garments and toilet tissues (AA, June 29). #

Despite Hostile Moves, Government Likes Ads

(*Continued from Page* 1)

for the secretaryship, suggested that the advertising industry could perform a public service with a campaign to "help educate the public on the value of good merchandise and sound money.

"Unsound public spending that cheapens the dollar and unsound private spending induced by lures covering cheap quality, can undermine public confidence on which our whole way of life depends," said Mr. Mueller, who built his success as a Grand Rapids furniture manufacturer before accepting appointment to public office.

■ Both Mr. Mueller and Mr. Gamble talked of the valuable counsel that can reach the government through the committee, which has been revitalized by outgoing Secretary Lewis Strauss after being dormant for seven years (AA, June 15). Mr. Gamble said the group would serve as a medium for the exchange of information on advertising developments, and that it would make recommendations to the Secretary of Commerce "if these are considered desirable."

In welcoming the committee members, Mr. Mueller emphasized the important part advertising must take in fostering prosperity. "Advertising," he said, "in performing its vital role in marketing and distribution stimulates the kind of competition which has packaged and delivered the highest standard of living and the greatest freedom of choice ever available to any people anywhere—tending as it does, to lower unit costs by the volume it engenders."

He recalled the important role the Department of Commerce has in the advertising field, citing the trademark examining operation in the patent office "which protects the good name of many American products."

■ "Yet how often," he continued, "we forget that without such protection, advertising would tend to fail of its function, and—quite aside from the economic consequences—we might lose a free press and a free radio and television, all supported from advertising revenue."

Members of the advertising committee were told they would function as a committee of the National Distribution Council, a "blue ribbon" advisory group of trade association and business executives which consults with the department. Al Seares, chairman of the National Distribution Council, and retiring president of National Sales Executives Inc., attended as an ex-officio member of the advertising committee.

■ Associations represented at the meeting included the Four A's, Associated Business Publications, Assn. of National Advertisers, Advertising Federation of America, National Business Publications, Agricultural Publishers Assn., American Newspaper Publishers Assn., Direct Mail Advertising Assn., Magazine Publishers Assn., National Assn. of Broadcasters, National Assn. of Transportation Advertising, National Editorial Assn. and Outdoor Advertising Assn. of America. #

Squibb Cuts Agency Field for Consumer Line; C&W Unaffected

(*Continued from Page* 1)

pharmaceutical specialties.

Published figures show that Squibb consumer advertising totaled less than $500,000 last year.

Squibb currently uses four different agencies—two of them (Cortez F. Enloe Inc. and Burdick & Becker) for ethical products, one (Wildrick & Miller) for veterinary products and one (Cunningham & Walsh) for consumer products. The only products which have been active at all at C&W are Squibb's toothpaste and toothbrushes and Sweeta, a saccharine sugar substitute introduced in 1953.

Squibb was 100 years old last year and celebrated the event with institutional ads in magazines. #

WMCA Promotes Four

Nathan Straus, owner and formerly president of WMCA, New York, has been named chairman of the board, and R. Peter Straus, who has been program director and exec vp, has been promoted to president. Stephan B. Labunski, general manager, has been named vp. Nathan Straus' secretary, Elizabeth M. Rogan, has been appointed secretary-treasurer.

Alfred McCosker, Radio Pioneer, WOR Veteran, Dies at 72

MIAMI BEACH, July 2—Alfred J. McCosker, 72, a pioneer of the broadcasting industry, former president of WOR, New York radio station, and former chairman of Mutual Broadcasting System, died here yesterday after a long illness.

Born in New York, Mr. McCosker attended Manhattan College, but left before graduation to become a copy boy for the late Arthur Brisbane, Hearst Newspapers editor and columnist. Later, Mr. McCosker worked on the news staffs of several New York dailies before going west to join the old *Denver Times*.

From 1918 to 1924 Mr. McCosker was pr counsel to the American Federation of Labor. In the latter year he joined WOR as a publicity man, when the station was operated as an adjunct to the promotion and advertising department of L. Bamberger & Co., Newark department store.

■ To promote the new industry, Mr. McCosker devised many stunts. He brought leading stage and screen personalities, educators and religious leaders to the microphone for the first time.

In 1926 Mr. McCosker became a director and general manager of the station. Six years later he was named president, and in 1934 he became board chairman of Mutual. He retired in 1947.

In the 1940s he charged Radio Corp. of America and National Broadcasting Co. with violation of the anti-trust laws. As a result, the Federal Communications Commission ordered a drastic revision in the broadcasting industry's internal structure and directed NBC to divest itself of one of its two major networks. #

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1958 **44,313**

HELP WANTED

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

CONSUMER RESEARCH REPRESENTATIVE

Leading national research firm seeking Chicago area representative. Successful sales background with consumer book or contact experience with agency required. Salary, commission, expenses, liberal fringe benefits. Mail complete resume to: **National Family Opinion Inc., P.O. Box 315 Toledo 1, Ohio.**

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 220 S. State St., Chicago 4

Public relations man for growing agricultural organization. Poultry industry background helpful. State full particulars first letter. All replies strictly confidential. Write

Box 2649, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE
Editors .... Public Relations
Copywriters .... Advg. Managers
Artists ......Media ......Production ......Service
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

SPACE SALES-CHICAGO TERRITORY

Top publisher of construction trade magazine seeks highest type of hardworking salesman in established magazine covering a major branch of the building industry. Chicago office. A real opportunity and permanence for the right man. Salary, incentive, commission and expenses. Send complete resume to

Box 2642, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL WRITER

A growing, nationally-known direct mail agency needs a writer solidly grounded in direct advertising (not mail order). Our writers noodle through the sales promotion strategy as well as write copy, so your ideas get a chance to shine.

Box 2657, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION

Nationally recognized food processor in Florida needs experienced Promotion Manager for grocery line. Must have adequate training, successful experience background. Unlimited potential, full employee benefits program. Write P. O. Box 338, Bradenton, Florida.

SALES PROMOTION DIRECTOR

If you're a creative, aggressive sales promotion idea man, you should be talking to us. We're a public relations organization with an unusual germanic approach to selling our clients' wares. We are also an unusual organization from the standpoint of providing unexcelled opportunities for advancement. If you're great not merely good, we'd be interested in hearing from you and seeing your resume:

Box 2658, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Account Executive with farm or industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

EXPERT COPY-ART BY MAIL
20% UNDER GOING RATES!

Quality copy and art for catalogs, brochures, ads, radio, TV, publicity. Any product or service-20 yrs. exp. Fast service in or out of town. Advance estimates. **W. Wallace, 1520 Olive, Chicago—SU 4-1484.**

BUSINESS MAGS had an off-year, adwise? Not this one! Its '58 net up 8%, to date in '59 up 11% - with only one space rep! And he's ready for bigger things. 4 yrs. exp. as ad mgr., news editor. 31, married, MBA in advtg., prefer NYC or southeast.

Box 2633, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADV. & SALES PROMOTION ASS'T.

College graduate, 25, some experience in adv., dealer contact, sales promotion, desires challenging opportunity.

Box 2660, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WHY NOT INCREASE YOUR SALES IN YOUR LATIN AMERICAN MARKETS?

Trav. Sales Repr. or Export Ass't. 4 yrs. mag. circ. Excl. contacts throughout S. Am. Bi-lingual. Know-how all phases. Yg. Aggrr.

Box 2661, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

11 YEARS EXPERIENCE
SALES PROMOTION - ADVERTISING

Wishes to locate in Chicago area. Newspaper, Shopping Centers, Direct Mail. Resume upon request.

Box 2662, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GOT A MATCH? Match my 11 yrs. ex. in top creative layout, nat'l mfg. and leading ad agency, with your art problem. Want the right job with the right people. Prefer Wis., Mich., or far West. 30, family.

Box 2665, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

13 yrs. agency, ad manager, selling. Above average creativity . . . complete programs. Exp. . . ag. chemicals, equipment . . . soap . . . bread. Thirties. Prefer West. Salary 10-15M.

Box 2663, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

"**COPYWRITER**—Not a specialist with background limited to a few related accounts, but a well-seasoned expert with a diversified history of success. Emphasis on Radio & Tv. Also PR & sales promotion.

Box 2664, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois"

MIDWEST BRANCH OFFICE?
FOR PUBLISHER OR PUBLISHER'S REPRESENTATIVE FIRM

Chicago Publisher's Repr. servicing two trade publications throughout 7 midwestern states has substantial time to devote as branch office for publisher or publisher's repr. firm. A real go-getter with excellent production record and references.

Box 2667, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MANAGER WITH "EXTRAS"

Unload your sales promotion problems on this creative executive. Extra broad versatility from liquor to lingerie, chemicals to clothing - beauty shop, finance, business systems, too. Other ad manager "extras" so valuable to your company - tested talents in marketing, planning, copy, sales promotion, administrative (as ad director and agency principal.) Knows how to get most from agency for your investment. Chicago area. Moderate 5-figure salary.

Box 2659, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

JOURNALISM GRAD desires reporting or editorial position in So. Calif. or Arizona areas. Newspaper or magazine. Family—Age 23. Complete resume and recommendation on request. Write, Edit, Photograph & Darkroom work.

Box 27 R 374, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

AGENCY . . . LARGE CORPORATION . . .
EMPLOYMENT AGENCIES
ANYWHERE

Are you looking for A CREATIVE MAN capable of visualizing ideas, with thorough knowledge of print, T.V. production . . . willing to relocate? Twenty years experience, last two positions, executive art director . . . creative ability, thorough understanding of graphic arts, work well with copy . . . able to plan, execute; merchandising, point of sale and colateral material . . . will supply resume and samples of work . . . POSITION AND LOCATION IMPORTANT . . .

Box 2669, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

NEW YORK SPACE SALESMAN

Desires represent consumer or trade publication. Best contacts.

Box 2579, ADVERTISING AGE
360 Third Ave., New York 17, N. Y.

CALIFORNIA SPACE SALESMAN

12 yrs. exp. Top references & contacts. Comm. basis. College grad, 34. Write: R. Arnell, 2020 S. LaCienega Blvd., Los Angeles, Calif.

BUSINESS OPPORTUNITIES

MAGAZINE FOR SALE

Local monthly. Well established and growing. Presently nets $12,000 plus. Priced at $15,000.

Box 2666, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

ADVERTISING SOURCES WANTED

by Midwest representative serving Nat'l. Adv. Accounts creatively. Only established reputable Adv. services or products considered. Inquire in own name.

Box 2668, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE WRITERS CATALOGUE giving manuscript markets. Write Literary Agent Mead, 915 Broadway, New York 10

INDUSTRIAL Collateral Material is our **MEAT**—layout, copy & finished art for **CATALOGS**, booklets, mailers, manuals. **DISTINCTIVE**, rapid and reasonable work. **Phone DElaware 7-3339, Chicago.**

PLANT SERVICES

Assembly & Collating Services available. Company-owned plant seeks outside contracts at extremely low cost to stabilize production. Write: G. P. Packaging Corp., 498 E. Nepperhan Ave., Yonkers, New York.

FLORIDA

Experienced Media representative relocating Miami Beach area; Excellent connections. References. Box 603, ADVERTISING AGE, 630 Third Avenue, New York 17, New York.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

YOUR CLASSIFIED
AD HERE WILL
BRING RESULTS

MEDIA MANAGER

Large 4A Agency seeks Media Manager for Pittsburgh. Minimum 3 years experience; must know consumer and industrial media equally well. Salary negotiable, excellent fringe benefits; please send complete résumé to Box 600, ADVERTISING AGE, 630 Third St., New York 17, N. Y.

PRINTING BUYER AVAILABLE

25 years experience in litho, letterpress, rotogravure and other graphic arts processes. Will act as buyer or consider traveling for a graphic arts manufacturer in Middle West. Age 51. Will relocate. Box 599, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!

Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

COMBINATION MAN

Somewhere in AA land is man with met, contacts to cash in on opportunity—to make low-cost mag.-book plant (offs. & LP) hum. Comb. sales pro-graphic arts expert ideal. % gross lease to qualifying party. Box 601, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

MR. AD EXECUTIVE

If you are looking for an account exec., ad manager, copy writer, media director or space salesman, contact

***FRED JOHNSON**
Advertising Employment Consultant
of
DOROTHY DOCKSTADER CONSULTANTS
Ra. 6-6168, Ext. 5, 64 E. Lake, Chgo.
*formerly with Crowell Collier

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION **COMMERCIAL INDUSTRIAL**

PUBLICATIONS OUT OF THE WEST COAST

Business, professional, hobby and special interest publications — both nationals and regionals—published in California, Washington and Oregon may join in this special display-classified section the last week of each month by writing AA's Western classified representatives.

Classified Departments, Inc.
(Bill Bowen), 4041 Marlton Ave.,
Los Angeles 8, Calif., AXminster 2-0287

EXPORT IMPORT NEWS

THE VOICE
OF WORLD TRADE
Serving Readers
in Principal Trade Centers
of 89 Countries
Published Every Month
Suite 706, 507 Fifth Ave.
New York 17, N. Y.
Or Write our Western Advertising
Office—354 S. Spring St.,
Los Angeles 18, Calif.

WESTERN MOTEL
And Apartment Management
is **MUST READING**
for motel & apt. owners
in the busy-booming
11 Western States.

To tap this lucrative market,
Write - Wire - Or Phone:
WESTERN MOTEL
& Apartment Management
616 S. Serrano Ave.
Los Angeles 5, California
DUnkirk 8-9551

YOU—OUT THERE—

A restless—frustrated thinker-writer? We've another top place for a man who enjoys head-stretching, one who knows how to use the freedom we can guarantee him, yet can withstand occasional head-shrinking. We happen to think that if a guy can think straight and deep, he can write to the problem-solving programs we design for our clients. Write me if you think you are this kind of a guy. No phone calls, please. Salary open.

Ted Stromberger, Stromberger, LaVene, McKenzie, 3325 Wilshire Blvd., Los Angeles 5, California.

NEEDED FOR AGENCY EXPANSION
MEDIA SUPERVISOR
MEDIA ASSISTANT

Large national 4A agency in Chicago has two new openings in the Media Department for a Supervisor and an Assistant. These opportunities are the result of expansion on present accounts and the recent addition of several new accounts.

The Media Supervisor will be in full charge of a group of accounts. He will need broad experience in both print and broadcast media.

The Media Assistant will work with a supervisor as a buyer. While some media experience is desired, of equal importance is a serious interest in Media as a career and an ability to advance rapidly to more responsible positions.

If you have the qualifications for either of these unusual opportunities, write immediately to Box 604, Advertising Age. 200 E. Illinois St., Chicago 11, Ill. Include a brief summary of your background and experience.

CALIFORNIA tv & appliances
QUINN'S
APPLIANCE SALES ASSURED OF X-MAS RECORD IN WEST
CONVENTION DATES SET FOR S.F.
QUINN'S
The News Magazine for those who Sell or Service Appliance Dealer Items in the Eight Pacific States

We're TIPPING our Hand

Q. What's **QUINN'S**?

A. A monthly magazine with a new definition of the sprawling appliance & television market in the 8 Pacific States . . . changing over in AUGUST from "California T-V & Appliances" to Quinn's with doubled circulation (10,102 to be VAC audited) and tripled contract advertising.

Query QUINN'S for
RATES, DATA & SAMPLES
Wm. J. Bowen, Pub.,
Wm. J. Quinn, Ed., Don Martin, Adv. Mgr.
227 E. 4th, L.A. 13—MA 6-5004

QUINN'S? is the only publication in the sprawling appliance & TV field that redefines the market (without Webster's aid) in terms of the new complexions—both circulation and editorial-wise.

QUINN'S? (starting August) guarantees a "Guided Circulation" of 10,102; guided to the fastest growing LOOKING, LISTENING & LIVING Market—The 8 Pacific States: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. and Idaho.

QUINN'S? is a Parker & Son, Inc. magazine, and seriously intends to be a leader in short order — we have the editorial talent, advertisers, circulation and backing to do it in a field that needs us.

VAC will audit us.

An aside to Advertising Representatives: IF you are highly qualified; IF you think Quinn's (at a one-time $300 open rate) could be near the top of your portfolio; THEN write Bill Bowen, pub., 229 E. 4th St., Los Angeles 13, Calif.

T.V. Commercial & Motion Picture Writer

The man we're looking for has a solid background in television commercial copy and some acquaintance with the writing of scripts for business films. He is on the quest, always, of adventuresome ideas and he knows how to think visually. He also understands the problems of writing for the ear, alone.

This man is under 40. Perhaps he works, now, for a large agency and feels a little too restricted in the variety of his accounts. Perhaps he would like a freer hand in his creative approaches.

He understands production thoroughly, both live and film. This knowledge has made him a more practical writer. But his real satisfaction comes from writing, itself.

We want a man who measures up to what we think are high standards of performance and who will look forward to making this his business from now on.

To such a man we offer a growth opportunity as big as he wants to make it, with income and security that are commensurate.

Please write (do not phone) Joseph Fewsmith, Jr. You may be sure that your indication of interest will be held in strictest confidence.

MELDRUM AND FEWSMITH, INC.
1220 Huron Road • Cleveland 15, Ohio

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65 Larger sizes, proportionately priced.
Ward Kah Box 87-A
Glendale 6, Calif.

ART SALESMEN
BROKERS—REPS

Are you satisfied with your backing? Top-notch art group needs more work. All replies confidential. Our salesman knows of this ad. Box 555, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING DIRECTOR

For large consumer manufacturer with multi-million-dollar budget covering all media.

This is an opportunity for an advertising man with package goods experience to step into a top advertising spot. Prefer one who has been employed by a company marketing a food, beverage or similar consumer product.

The right man for this position should have administrative experience as well as the ability to serve as liaison between agency and top level management.

Replies will be treated in confidence and should include experience resume as well as personal data. Our own people know of this ad.

Box No. 602, ADVERTISING AGE
630 Third Ave. New York 17, New York

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

MKTG. EXEC., big agency. Could be now mktg. director of food co. to 30M
AE, foods. Major-agency exper., important accounts. To 45. 25-30M
SLS PROMOTION, copy-contact, big agency. Appliance or auto exper. 12M
SLS. PROMOTION, internal. Auto parts. Exper. sales incentives, contests, etc. to 12M
SLS. PROMOTION, industrial. to 10M+

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

We're looking for a topnotch Advertising and Merchandising Man

EXECUTIVE POSITION WITH ONE OF AMERICA'S LARGEST AND FASTEST GROWING CORPORATIONS

● This client of ours needs a man who has arrived—one with the gumption and spark to take on overall responsibility in an executive position that's prime with challenge and opportunity. Must be idea man. Must be a leader—not a follower. Five figure salary plus bonuses.

He'll take charge of a department in a big corporation with world wide distribution of a complete line of hard goods—more than 10,000 service outlets from coast to coast in U. S. and Canada.

Pleasant working conditions in midwest community. You'll live no more than 10 minutes from work. Family life at its finest.

SEND RESUME TO: Mr. Erling Anderson • Biddle Company
108 E. Market • Bloomington, Illinois

TREND—*A new trend, serving Scotch as an after-dinner liqueur, is being fostered by Glenmore Distillers Co. with a series of four-color junior pages in Holiday, beginning in the August issue. D'Arcy Advertising Co., New York, is the agency.*

Statehood Hikes Hawaii Tourism Ad Response 45%

(*Continued from Page* 3)

distributed to travel agents, transportation offices, etc., carrying the message, "Come now to the new state of Hawaii—share in the excitement of colorful events." Advertising, which absorbs 50% of the budget, will echo the theme, and will include a map showing the location and size of all the islands in the Hawaiian group.

The bureau also is expanding its operations on the mainland to take advantage of increased public interest. A new office will be opened at 609 Fifth Ave., New York, Sept. 1, supplementing those already in operation in San Francisco and Chicago.

▪ Magazines will continue to play the primary role in the campaign of the bureau in the new advertising year which started July 1. Four-color pages will appear in *Holiday, The New Yorker, Reader's Digest, The Saturday Review, Sports Illustrated, Sunset Magazine, Time, Time* (*Canadian*), *Vogue* and *Mayfair*.

The advertising is placed by Holst & Male, Honolulu, the largest agency in the islands, which has serviced the account since 1936. Milton O. Holst, president, is account executive. Cardinal Services, a direct mail house, handles mailings in response to inquiries, the material including a wide variety of colorful booklets and folders.

▪ Hawaii Visitors Bureau is one of the oldest tourist promotion organizations in the country, going all the way back to 1903, when the work was started by the Hawaii Promotion Committee, later called the Hawaii Tourist Bureau.

Mr. Braden, who took over as general manager of the bureau last February, was formerly sales and service manager of Hawaiian Air Lines and earlier operated a travel agency. He directs a staff of 40 people, and is understandably enthusiastic about the expanding opportunities of his organization in helping to build the 50th state. #

Speedicut Names Headen

The Speedicut division of Chicago Heights Steel Co., Chicago Heights, Ill., has appointed Headen, Horrell & Wentsel, Chicago, to handle its advertising for a new line of industrial drills. Color spreads will be used to introduce the product in the July issues of metalworking business papers.

Stress Color TV to Vie with Other Media, Clipp Urges

(*Continued from Page* 3)

market currently is priced at $495. RCA did, however, offer to send its representatives around the country to help color-equipped stations promote color in their own markets. An RCA vp, Charles R. Denney, hailed the entrance of Admiral into the color manufacturing field as a significant gain.

▪ Norman E. Cash, president of the Television Bureau of Advertising, advised the station men to expand and use their color facilities as a major weapon in the intermedia battle for the advertising dollar. He said tv can hope to increase its billings as much as $70,000,000 by pitching to advertisers which want to spend their dollars where color is available.

"As Magazones and Select-A-Markets attempt to bolster a faltering medium, station management must realize that this magazine competition could keep dollars we could use more effectively for the advertisers," Mr. Cash said. "If we can eliminate this color franchise that the magazines now control, we can eliminate a desperate competition whose only advantage to the advertiser is color, nationally or locally.

"If we allow the major retailers in the department store and supermarket category to tool themselves for newspaper color instead of tv color, we will all have to wait many generations before something new can be developed to compete with the newspaper franchise now so strongly held in b&w."

Mr. Cash added that color circulation will help tv justify the future rate increases it needs to meet rising costs and maintain profit margins. #

Want 'a Trade?

Your classified ad in Advertising Age may very likely do the trick for you!

If you have something to swap that appeals to marketing men or women—spell out your deal in a classified ad. You cover the complete market. You get fast action. Your cost can be as low as $5 per ad! Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $__________
My Name____________________
Street____________________
City____________ Z____ State________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois
4041 Marlton Avenue
Los Angeles 8, Calif.

Rowntree Ostensoe Hall Bright Ryan

NEW TEAM AT AAW—*Thinking ahead to next year's convention in Mexico City (note the colorful travel poster in the background) are this year's new slate of officers elected by the Advertising Assn. of the West. They are Gordon Rowntree, Vancouver, secretary; Donald Ostensoe, Portland, Ore., senior vp; Helen Hall, Hollywood, vp-at-large; Harry Bright, San Francisco, treasurer; Dick Ryan, San Jose, president.*

Not Enough Good Ad-Making in West (or East, Midwest), Gribben Charges

(*Continued from Page* 1)

Detroit or Cleveland or any city in the Middle West. And there's not enough coming out of New York or Philadelphia or Boston . . .

■ "Advertising just plain isn't up to the products it advertises," Mr. Gribben maintained. "Moreover, it isn't keeping pace with the improvements in products and the improvements in productivity . . .

"The great opportunity for agency management is to see that all our advertising gets off its rear end," he said. "We must prepare advertising that runs fast and runs in the right direction."

In order to prepare for the great advertising opportunities ahead, Mr. Gribben asked that both agencies and advertisers consider the following questions:

• "**1.** Is the agency keeping up to date on the specific and technical advances in all of its clients' fields? Even more specifically, is the agency working closely with its clients' research and development groups?

• "**2.** Is the agency planning and doing the kind of research that will help advertising keep pace with the upcoming changes of the scientific revolution?

• "**3.** Is the agency becoming what Dr. James R. Killian Jr. recently asked all America to become—adventuresome and revolutionary in its creative activities?"

■ On the problem of keeping abreast of research and development, Mr. Gribben called on agencies to pay more attention to getting in on the ground floor when new products are being developed. And he asked advertisers not to keep new developments top secret from the agency until the happy day when these developments are all ready to go to market—and the new product is suddenly revealed to the agency for the first time.

As an example of how close agency-client coordination can work, the Y&R president related the history of General Foods' Tang orange drink.

■ "They invited us in when Tang was scarcely more than a twinkle in a test tube," he said. "Together we sweated out such problems as how sweet or sour it should be, its color, its name, its package, its price . . . until we both agreed it was ready to go to market.

"The success of Tang is a tribute to many things, but we like to think that one of them was the close, step-by-step working relationship between client and agency as the new product came into being."

■ On the question of research, Mr. Gribben believes agencies "should have people watching carefully what is done and discovered in the social sciences in our universities.

"We need to know more about why people remember some things and forget others . . . We need to know more about how people really react to leisure . . . We need to know more about the relationship of age to habit formation," he said.

All of these explorations take money, Mr. Gribben admitted, and no one agency can afford to get into all of them, "but each of us can pursue *some* hopefully fruitful basic studies.

"And above all, perhaps, we should share, not hoard, our research," he added. Admitting that some research discoveries cannot be shared for competitive reasons, Mr. Gribben still maintained that advertising research has been held back because of hoarding, and that much of the research being done should—like medical research—be shared.

■ He cited two instances in which his agency had made available some of its research findings: (1) Those obtained from the agency's test magazine for advertising, *New Canadian World*, and (2) data on the growth of brand franchises, revealed by Y&R's research director at an American Marketing Assn. meeting earlier this year.

Addressing himself to the third question he had raised—"adventuresome and revolutionary" creativity—Mr. Gribben asked his audience:

"Have our programs and our commercials on radio and tv been remotely as 'adventuresome and revolutionary' within their framework of potential creativeness as the inventions of the two media themselves? I leave you to give the answer."

Everybody should be encouraged to get into the creative act, in Mr. Gribben's opinion—not just the copy department and the art department. Outstanding creative ideas at Y&R have come from such areas as the mechanical production and media department as well as "secretaries, a messenger boy, a librarian, our home economist—even some senior vps, and many ideas from clients," he said.

■ The West and the rest of the country may not be producing enough good advertising, as George Gribben suggested. But at least one segment of western advertisers—those in the food field—came in for some high praise here today for their contribution to advertising. Paul Willis, vp in charge of advertising, Carnation Co., Los Angeles, did considerable research on the subject of western food companies; here are some of the observations he passed on to AAW members:

• **1.** He was able to identify 212 different western food advertisers for the year 1958. Of this total, 143 are in California, 28 in Washington, 19 in Oregon and 10 in Colorado, with the rest scattered in other western states.

• **2.** Of the 212, ad budget details were available for only 86; the average ad budget was $585,000.

• **3.** He identified 13 of these companies as "millionaire" advertisers in 1958: California Packing Corp.; Carnation Co.; Foremost Dairies; Hawaiian Pineapple Co.; Hills Bros. Coffee; Holsum Bakeries; Hunt Foods & Industries; Interstate Bakeries; Langendorf United Bakeries; M. J. B. Co. (coffee); Starkist Foods; Sunkist Growers and Van Camp Sea Food Co.

• **4.** Other western food advertisers in the $1,000,000 budget area, according to Mr. Willis, are Diamond Walnut Growers; J. A. Folger & Co.; Lewis Food Co., and Pacific Hawaiian Products.

■ These 86 measured advertisers had combined ad expenditures of $50,394,000, and the speaker estimated that they probably had actual expenditures of about $63,000,000.

Despite the fact that his research serves to give some idea of the magnitude, dimensions and participants in western food advertising, Mr. Willis confessed that it was not possible to draw any profound conclusions as to how the West compares with the rest of the nation in terms of advertising growth.

■ Some words of warning on the future of marketing in the West were issued to AAW delegates by Franklin H. Graf, exec vp of A. C. Nielsen Co., Chicago.

The West has outstripped the rest of the nation in many areas of business activity, Mr. Graf pointed out, and western manufacturers and retailers have done a good job of capitalizing on the sales potential of the market up to now.

But if western companies hope to continue realizing sales gains they will have to pay particular attention to the following factors, according to Mr. Graf: "(1) Increased buying concentration; (2) revised profit expectations; (3) increased self-service; (4) increased receptivity to change; (5) faster new-product growth; (6) improved marketing techniques; and (7) intensified competition for consumer attention.

There are several areas in which the advertiser will have to pay increasing attention, Mr. Graf said. These include cost control, automation, old product improvement, packaging innovations, new product development and direct selling efficiencies.

■ New officers of the association were elected at the closing business session this afternoon. They are: Richard E. Ryan, KLOK, San Jose, president; Don Ostensoe, First National Bank, Portland, senior vp; Helen Murray Hall, National Broadcasting Co., Hollywood, vp-at-large; Gordon Rowntree, James Lovick & Co., Vancouver, secretary, and Harry Bright, Pacific Telephone & Telegraph Co., San Francisco, treasurer. #

Adman in the News . . . *Richard E. Ryan*

What projects does the Advertising Assn. of the West plan to tackle during the coming year? Several are on the list of AAW's new president, Richard E. Ryan, general manager of Radio Station KLOK in San Jose, Cal.

"But they all take money," Dick Ryan told ADVERTISING AGE, "and money is our big problem." He favors increasing AAW dues so that the association can:

1. Contribute financial support to the new Advertising Federation of America legislative operation that will be set up in Washington.
2. Do more work with schools and colleges on advertising education, with particular emphasis on getting these institutions to teach what advertising really is and what it means to the economy of the country.
3. Take active steps to eradicate the elements in advertising which cause the business to get a poor public image.

■ Dick Ryan comes to the top AAW post with some knowledge of what financial problems can be like. In his 13 years with KLOK he has been successively sales manager, commercial manager and assistant general manager, and—since 1954—general manager. And among his AAW posts he numbers those of treasurer (1955) and chairman of the appropriations committee (1956-57).

Besides contributing financial support to AFA's legislative efforts, what further cooperation between this group and AAW does Dick Ryan foresee?

"I would like to establish better liaison between the two groups," he said. "Each group has a three-man liaison committee, but they don't get to meet with each other often enough." Dick himself attended—at the suggestion of outgoing president Nels Carter—the joint AFA-AAW-Four A's meeting in Denver last May (AA, May 11).

At this meeting Dick Ryan suggested to AFA people that the two associations hold a joint convention in Denver in 1962. (The Denver Adclub is the only club that is a member of both AFA and AAW.) The AFA agreed, and a joint convention will be held in the Mile-High City in '62—a long step forward on the liaison trail.

■ Dick Ryan gives the distinct impression that he wants to get things done. He will visit many of the 34 senior adclubs in AAW during the next year, and one thing he will stress is education.

"It is vitally important for member clubs to place more emphasis on advertising education in the schools and colleges," he told AA. "We simply must get our educators to teach high school and college students the real function of advertising in our economy."

Several advertising clubs have conducted—or are now conducting—teachers' workshops, he said, and he would like to see an extension of this activity.

And "education" on another front is high on the agenda of AAW projects he plans to foster while in office. In this case it is the advertisers, agencies and media which do anything to give the business a bad name or create a poor image that he would like to see "educated."

"It will take time," Dick Ryan concedes, his blue eyes thoughtful. "But it can be done. If we can just get across to them that the value of the ad dollar is only lessened when they serve the charlatans who do dishonest advertising."

■ Before World War II Dick Ryan's career had nothing to do with advertising. He had been on the selling end in the life insurance, auto and auto tire fields before entering the Navy in 1943. Assigned to naval communications, he met a network radio producer who convinced him that radio was a good way to make a living—and it was also fun.

"I finally wore down the man who was building Station KLOK, and he hired me as sales manager," Dick Ryan recalled. A dedicated radio—and advertising—man, he speaks proudly of how all four San Jose radio stations and the city's newspaper have strict policies concerning the acceptance of questionable advertising material.

Dick and Nancy Ryan have one child, Carolyn, 10. And when Dick can find the time—which he confesses is not too often—Carolyn joins him in their favorite hobby, fishing. #

Stephen Rintoul, Co-Founder of Rep Company, Dies at 55

LOS ANGELES, July 2—Stephen R. Rintoul Sr., 55, vp and treasurer and a founding partner of Venard, Rintoul & McConnell, New York, radio-tv representative, died here yesterday of a heart attack, while on a business trip.

Born in New York, Mr. Rintoul started in the broadcasting business in 1930 with World Broadcasting Co. He joined Joseph Katz Co. in 1938 as an account executive and radio specialist. He also became owner of WSRR (now WSTC), Stamford, Conn., which he sold in 1945.

He resigned from the Katz agency in 1946 to form the Champlain Valley Broadcasting Co., licensee of WXKW, Albany radio station. In 1953 he sold the station and became manager of WPTR, Albany.

In 1954, he joined with Lloyd G. Venard and James V. McConnell to organize Venard, Rintoul & McConnell. Mr. Rintoul's son, Stephen R. Jr., is associated with the company as an account executive.

HARRY HOUGH

PHILADELPHIA, June 30—Harry T. Hough, 51, copy chief in the consumer package goods division of Arndt, Preston, Chapin, Lamb & Keen, died June 18. Mr. Hough was a veteran copywriter in the food field. He had been a copywriter with Lamb & Keen until its merger with the John Faulkner Arndt agency in 1954. Previously, he had been copy supervisor of the former McKee & Albright agency here and also for Morse International and for Paris & Peart, on the Great Atlantic & Pacific Tea Co. account.

150 Win Kudos for Ads at AAW's 56th Convention

LAKE TAHOE, CAL., June 30—Some 150 awards to advertisers and agencies and their personnel were made in nine media categories at the Advertising Assn. of the West's 56th annual convention here this week.

All nine categories are sponsored by media groups and, with one exception, each is co-sponsored by the AAW. The one exception is radio.

The winners of first prizes are:

Newspaper Advertising Awards

General Advertisements

B&W

Over 640 lines: Advertiser: Los Angeles department of water & power. Advertising manager: Samuel Friedman. Agency: Robinson, Jensen, Fenwick & Haynes, Los Angeles. Copywriter: Terry McFadden, Jerry Mathai. Art Director: John Miyauchi. Caption: "Are the clothes lines showing?"

Under 640 lines: Advertiser: The Irish Export Promotion Board. Advertising manager: William H. Walsh. Agency: Weiner & Gossage, San Francisco. Copywriter: Howard Gossage. Art Director: Marget Larsen, R. B. Freeman, George Dippel. Caption: "Irish Whiskey."

R.O.P. Color

Advertiser: Western division of Borden Co., San Francisco. Advertising manager: Wallace Echlund. Agency: Young & Rubicam, San Francisco. Copywriter: Jane Worthington. Art Director: Herbert M. Briggs. Caption: "The West Is Wild . . ."

Color Supplement

Advertiser: General Petroleum Corp., Los Angeles. Advertising manager: F. C. Meunier. Agency: Stromberger, LaVene, McKenzie, Los Angeles. Copywriter: Dick Barrett. Art Director: Duane Gordon. Caption: "Knows" "Cares." . .

Retail Advertisements

In cities over 75,000 population: Advertiser: Frederick & Nelson, Seattle. Advertising manager: Lex McAtee. Entered by: F & N advertising staff. Copywriter: F & N copy staff. Art Director: Myron Graybill. Caption: "A very happy new year."

In cities up to 75,000 population: Advertiser: Hillsdale Shopping Center, San Mateo. Advertising manager: William W. Callahan. Agency: Early Co., San Francisco. Copywriter: Jack Early. Art Director: Robert Murray. Caption: "Roundup Sale."

Consumer Magazine Awards

Full Page or Larger

Advertiser: Japan Air Lines Co., San Francisco. Advertising manager: Dan Nakatsu. Agency: Botsford, Constantine & Gardner, San Francisco. Copywriter: Mike Sloan, Alan Cundall. Art Director: Jerry Huff. Caption: "How to train an airline hostess."

Less Than Page Ads

Advertiser: Bank of America, San Francisco. Advertising manager: Charles K. Stuart Jr. Agency: Johnson & Lewis. Copywriter: Hugh McArthur. Art Director: Ed Hamilton. Caption: "Money only you can spend" (Zebra).

Outdoor Poster Advertising Awards

Best Painted Bulletin of Campaign

Advertiser: Security First National Bank. Agency: Foote, Cone & Belding, Los Angeles. Artist: Ren Wicks. Art Director: Nick Silva. Idea Originator: Client-agency group. Caption: "Southern California's Own."

Best Poster or Campaign

Advertiser: California Dairy Advisory Board, Sacramento. Agency: Cunningham & Walsh, San Francisco. Artist: Lowell Herrero. Art Director: John Flack. Idea Originator: John Flack. Caption: "Make Mine Milk" (girl & cow).

Max Schmidt Memorial Awards for Poster Art Excellence

Advertiser: Pacific Gas & Electric Co., San Francisco. Agency: BBDO, San Francisco. Artist: George Sheppard. Art Director: Nick Carter. Idea Originator: Sam Coombs, Nick Carter. Caption: "Dryer-dried things."

Television Awards

Spots

60-Seconds

Advertiser: Pacific Telephone & Telegraph Co., San Francisco. Advertising manager: Harry L. Bright. Agency: BBDO, San Francisco. Producer: Hollywood Film Co., Hollywood. Originator of Idea & Copy: Don Vance. Creator of Visual Treatment: Geoffrey Lewis, John Vorall. Caption: "Telephone Scrap."

20-Seconds

Advertiser: Ford Dealers of Southern California. Agency: J. Walter Thompson Co., Los Angeles. Producer: Playhouse Pictures, Hollywood. Originator of Idea & Copy: Playhouse Pictures. Creator of Visual Treatment: Chris Jenkins, Bill Melendez, S. Sturtevant. Caption: "Shaggy Dog."

IDs

Advertiser: Western Airlines. Advertising manager: Bert D. Lynn. Agency: BBDO, Los Angeles. Producer: Quartet Films, Hollywood. Originator of Idea & Copy: Alan McGinnis. Creator of Visual Treatment: Quartet Productions. Caption: "Violinist."

Program Commercials

Advertiser: Standard Oil Co. of California. Advertising manager: M. A. Mattes. Agency: BBDO, San Francisco. Producer: American Television Enterprises, Hollywood. Originator of Idea & Copy: Jack Pfeil, Jim Allen, W. Simpson, D. Schwab. Creator of Visual Treatment: Jack Pfeil, Jim Allen, W. Simpson, D. Schwab. Caption: "Jets."

Color

Advertiser: Arizona Savings & Loan Assn. Agency: Carl Lawson Advertising Co. of Phoenix. Producer: Canyon Films of Arizona, Phoenix. Originator of Idea & Copy: Gretta Van Dyke. Creator of Visual Treatment: Gretta Van Dyke. Caption: "Amazing Arizona."

Business Publications Awards

Full Page or Spreads

Advertiser: American President Lines, San Francisco. Advertising manager: Gene Hoffman. Agency: Johnson & Lewis. Copywriter: Hal Atkins, Alan Kaufman. Art Director: Robert Watkins. Caption: "Cotton by the Shipload. . ."

Less Than Page Ads

Advertiser: The Bank of California, San Francisco. Advertising manager: Robert K. Jaques. Agency: Honig-Cooper, Harrington & Miner, San Francisco. Copywriter: Alfred E. Smith, Norm Solari. Art Director: Victor Lee. Caption: "No barriers to cross!"

Farm Papers Campaign Award

Advertiser: California Spray-Chemical Corp., Richmond, Cal. Advertising manager: L. F. Czufin. Agency: McCann-Erickson. Copywriter: Joe Narcisso. Art Director: John Pratt. Caption: Testimonial series.

Radio Advertising Competition

Advertiser: Burgermeister Brewing Corp., San Francisco. Advertising manager: Les Mullins. Agency: BBDO, San Francisco. Copywriter: Jim Burch. Producer: Bernard-Degen, Hollywood. Caption: "Portraits."

Direct Mail Advertising Awards

Color

Advertiser: Bank of America, San Francisco. Advertising manager: Charles R. Stuart Jr. Agency: Smith Co., San Francisco. Copywriter: John Tyler. Art Director: John Tyler. Producer: The Letter Shop, San Francisco. Caption: Traveler Cheque Campaign.

B&W

Advertiser: Union Pacific Railroad. Advertising manager: H. J. Forbes. Agency: Caples Co., Los Angeles. Copywriter: G. Koenig. Art Director: J. Roberts. Producer: Caples Co. Caption: "Remote control freight."

14th Annual Transit Advertising Awards

Class A—Los Angeles, San Francisco, Oakland

Car Cards

Advertiser: California Packing Corp., San Francisco. Advertising manager: R. G. Saysette. Agency: McCann-Erickson, San Francisco. Copywriter: Creative department. Idea Originator: Lee Ruggles. Caption: "Del Monte Prune Juice."

King Size Posters

Advertiser: Bank of America, San Francisco. Advertising manager: Charles R. Stuart Jr. Agency: Johnson & Lewis, San Francisco. Copywriter: Hugh McArthur. Art Director: Ed Hamilton. Idea Originator: Hugh McArthur. Caption: "Need more room?"

Traveling Displays

Advertiser: Dealers Service Inc., Los Angeles. Advertising manager: Rudy Kysela. Agency: Campbell-Ewald, Los Angeles. Copywriter: Richard Byrne. Art Director: Patterson-Simonson, Los Angeles. Idea Originator: Richard Byrne. Caption: "Chevrolet—Again the Hot Line for '59."

Class B—All other cities

Car Cards

Advertiser: Utah Power & Light Co., Salt Lake City. Advertising manager: Darcie H. White. Agency: Gillham Advertising Agency, Salt Lake City. Copywriter: Wendell J. Ashton. Art Director: Clair Lindgren. Idea Originator: Wendell J. Ashton. Caption: "Electric cooking is so clean."

Class B—King Size Posters

Advertiser: Seattle Transit System. Advertising manager: Bob Woolson. Agency: Cole & Weber. Copywriter: Sidney Copeland. Art Director: Niles Kelley Jr. Idea Originator: Irwin Caplin. Caption: "Watch out for pedestrians. . ."

Traveling Displays

Advertiser: San Diego Baseball Club, San Diego. Advertising manager: Ralph Kiner. Agency: Armstrong, Fenton & Vinson, San Diego. Copywriter: Dorothy Koemme. Art Director: Todd Smith. Idea Originator: G. G. Vinson. Caption: "Padres are in town." #

Last Minute News Flashes

Disney, ABC Hassle over 'Zorro,' 'Mickey' Exclusivity

NEW YORK, July 3—Walter Disney Productions this week asked the federal district court to invalidate its "Zorro" and "Mickey Mouse Club" agreements with American Broadcasting Co. "Walt Disney Presents" is not affected by the anti-trust suit that charges ABC with dropping Mickey and "Zorro" and interfering with attempts to sell them elsewhere. ABC said Disney signed an exclusive tv program contract with ABC in 1954 in exchange for the network's financing of Disneyland Park and its agreement to buy "Disneyland" (now "Walt Disney Presents") for seven years with "very substantial minimum guarantees." Disney has achieved the hoped-for benefits from this contract and now wants to escape its obligations, ABC charged.

Chiquita's Mashed Bananas to Y&R from BBDO

NEW YORK, July 3—American Home Foods has moved advertising for Chiquita's 100% pure mashed bananas, a new product, out of Batten, Barton, Durstine & Osborn and into Young & Rubicam, effective immediately. The brand is marketed to commercial and institutional consumers.

Investment Houses Reportedly Buy Majority of Ziv

CINCINNATI, July 3—Ziv Television Programs, tv film syndicator, reportedly has sold the majority of its stock to E. Eberstadt & Co. and Lazard Freres & Co., Wall Street investment houses. Frederic W. Ziv, chairman, and John L. Sinn, president, confirmed that Eberstadt and Freres had made an investment in Ziv, but would not say how much stock had been sold or how much money was involved. Messrs. Ziv and Sinn, who reportedly retain substantial interest in the company, said there will be no change in management or operation of Ziv.

Bunn Shifts to St. Regis Paper; Other Late News

- **William B. Bunn,** formerly vp of Cunningham & Walsh, New York, agency for St. Regis Paper Co., has resigned from the agency to join the client as director of advertising and sales promotion. He succeeds Frederick C. Stakel, advertising manager, who has resigned. (*See story on Page 23.*)

- **Aansworth Ltd. and Aansworth Duet Corp.,** New York, manufacturers of women's clothes, have named North Advertising, New York, as their agency, succeeding Rockmore Co., New York.

- **Herbert Fisher,** who resigned from J. Walter Thompson Co., New York, in 1957 to become director of consumer research of Chrysler Corp., has been appointed manager of the marketing research department of the Mercury-Edsel-Lincoln division of Ford Motor Co., Detroit. He replaces E. S. Hughes, who has left the company. Mr. Fisher also has worked for Leo Burnett Co.

- **J. Lawrence Arnold** has been promoted to the new post of advertising director and assistant sales manager of W. F. Schrafft & Sons Corp., Boston candy manufacturer. Before joining Schrafft a year ago, Mr. Arnold was marketing director of Silton Bros., Callaway, Boston agency.

- **Dr. Peter Fahrney Co.,** Chicago, has moved its advertising account from Bozell & Jacobs to Phillips & Cherbo, Chicago. The account has been billing between $60,000 and $70,000 but is expected to increase in the next 12 months. The company makes Farnahist, a cold remedy; DentaFresh, a denture cleaner, and Dr. Peter Fahrney's Alpenkrauter, Gomozo and Kuriko, tonic-type laxatives.

- The **Kansas City Star** scheduled a "record-size" holiday weekend edition of 128 pages for Sunday, July 5, its first Sunday edition since a strike by some 400 printers closed both the *Star* and the *Kansan*, across the river, June 12. Both dailies began publishing again June 29 after a new contract was signed June 28. The *Star* estimates some 1,000,000 advertising lines representing "at least $450,000" were lost because of the strike.

- **Vanguard,** the tobacco-less cigaret now being tested in Dayton (AA, June 29), sold out a few days after its introduction June 25, and "reorders are such that we're really having to go to town on production." A "heavy schedule" of tv, radio and newspaper advertising will continue for "a month or so." H. W. Warden Associates is handling the Bantob Products Corp. campaign.

- **Popular Science** has appointed Osborne B. Bond, formerly of the sales staff, to eastern ad manager, a post vacant for several years.

- **Final papers in the merger** of Cohen & Aleshire and Dowd, Redfield & Johnstone to form Cohen, Dowd & Aleshire (AA, June 15) were signed July 2.

- **Edmund E. Kelly,** for the past two years assistant to the vp of marketing, has been appointed to the newly created position of manager of market development at F.&M. Schaefer Brewing Co., New York. He has been associated with the company in various positions for the past 11 years.

- **Paul Newman,** vp and head of creative services, MacManus, John & Adams, which he joined a year ago, after leaving the Kudner Agency, has resigned to become vp and account executive on Liggett & Myers (L&M cigarets) at Dancer-Fitzgerald-Sample. He will join D-F-S in New York Sept. 1.

- **G. F. Heublein & Bros.,** Hartford, marketer of prepared cocktails, will launch a new campaign the end of this month for its prepared manhattan cocktail, featuring the slogan, "You too can command the perfect manhattan." Initial ads will break in the July 25 issue of *The Saturday Evening Post*. Other publications include *Coronet, Cosmopolitan, Living for Young Homemakers, Popular Boating* and *Yachting*. Lawrence C. Gumbinner Advertising Agency handles the account.

- **The Bureau of Advertising,** American Newspaper Publishers Assn., is screening candidates for a new post, director of sales and marketing.

First Three Markets Group Names Goold & Tierney

The First Three Markets Group, New York, has appointed Goold & Tierney, New York, to handle its advertising. The group handles space sales for the *New York Sunday News Coloroto Magazine*, the *Chicago Sunday Tribune Magazine* and the *Philadelphia Sunday Inquirer Today Magazine*. Anderson & Cairns, New York, formerly handled the account.

NC&K Gets Nod in Contest for Hertz Account

(*Continued from Page* 1)

erruled by Leon C. Greenebaum, Hertz board chairman.

Another account had it that the ad committee, which is composed of 11 men—five Hertz executives and six franchise licensees, was divided between Norman, Craig and B&B, with NC&K getting the nod on the basis of Mr. Greenbaum's decision.

■ However, Joseph Stedem, retiring exec vp of Hertz, told AA that the ad committee did not pick an agency or make any recommendations as a committee. "This was a management decision, and it was made by myself, Walter Jacobs (Hertz president), Mr. Greenebaum, Fred A. Mudgett [ad director], and two other Hertz executives [he declined to name them]. Our vote was virtually unanimous," Mr. Stedem said.

Further to confuse the issue, Mr. Greenebaum told AA that management did not vote on the agency selection "and the decision to select a new agency was Mr. Jacobs'."

■ Asked why Hertz had dropped Campbell-Ewald after 32 years, Mr. Stedem said he felt the question was "difficult to answer" and went on to say that he thought Hertz felt that "a new agency might give us a new viewpoint." He added that Hertz and C-E "parted good friends, with no hostility or animosity."

Mr. Stedem also told AA that the agency switch did not have any bearing on Hertz's agreement with the Chevrolet division of General Motors. Chevrolet cars are featured exclusively in Hertz advertising and, in return, Chevrolet reportedly donates a sizable chunk of money yearly to the Hertz advertising fund. Campbell-Ewald is Chevrolet's agency.

■ It was expected that NC&K would work the account from both New York and Chicago, with New York providing creative work and executive supervision (exec vp Eugene H. Kummel will head the Hertz group) and an expanded Chicago office. The agency's Chicago office will be augmented to a staff of 12 to 15—about double its present size.

Norman B. Norman, NC&K president, said: "We view our selection as Hertz's Rent A Car agency as a great opportunity to apply our specialized talents in the market research area and our sound knowledge of advertising media. We are confident that Hertz will be pleased with the job we do."

■ With NC&K as agency for the Rent A Car division, Hertz now has three U.S. agencies. Needham, Louis & Brorby has car and truck leasing services, and Foote, Cone & Belding has Hertz Rent A Plane System. MacLaren Advertising Ltd. handles Canadian Rent A Car advertising.

Hertz is the largest vehicle renting and leasing company in the world. In 1958, the company had revenues of $90,500,000 and net income of $4,750,000. The company has 1,700 offices in more than 1,100 cities, including 313 cities in 39 foreign countries. #

Weitzman to Food, Drug Books

L. S. Weitzman, formerly with the Bureau of Advertising, has been appointed promotion manager of *Food Field Reporter* and *Drug Trade News*, New York.

Grothe Named Ad Director of 'Baltimore News-Post'

Howard L. Grothe, who resigned as advertising director of the *Washington Daily News* last fall to open his own Washington advertising agency, has been appointed advertising director of the *Baltimore News-Post* and *Sunday American.* At the *News-Post* he succeeds Hugh F. Kiernan, who has rejoined Hearst Advertising Service in New York. Mr. Grothe indicated the agency which he has operated under his own name will continue in the hands of employes.

'New Yorker' Opens in Atlanta

The New Yorker has opened an Atlanta office at 1401 Peachtree St., S.E., headed by Jack Crawford, southern manager. Mr. Crawford formerly was with Blanchard-Nichols-Osborn, the magazine's representative in that area. In New York, the magazine has named Jane Towler retail consultant, succeeding Colleen Utter, who retired. Mrs. Helen Kelly, formerly with Leber & Katz, has joined the retail staff, succeeding Miss Towler.

Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

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Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

Advertising Expenses: Class I Railways, 1958

Roads with Expenditures Under $15,000 Omitted

Source: Assn. of Railroad Advertising Managers

Region and Road	Operating revenues	Advertising Expenses (Account 353) Total	Freight	Passenger
NEW ENGLAND REGION:				
Bangor & Aroostook	$14,194,305	$59,573	$40,426	$19,147
Boston & Maine	77,435,364	95,948	19,081	76,867
Canadian Pacific (lines in Maine)	7,458,735	18,709	——	18,709
Central Vermont	10,761,000	30,581	121	30,460
Maine Central	24,995,705	45,614	20,645	24,969
New York, New Haven & Hartford	149,550,961	216,997	19,099	197,898
GREAT LAKES REGION:				
Delaware & Hudson	46,453,058	33,868	9,855	24,013
Delaware, Lackawanna & Western	76,279,080	84,005	14,309	69,696
Erie	152,745,896	107,045	51,005	56,040
Grand Trunk Western	52,760,345	120,839	644	120,195
Lehigh Valley	57,787,142	23,842	——	23,842
New York Central	658,984,626	688,074	418,827	269,247
New York, Chicago & St. Louis	141,233,312	89,697	76,203	13,494
Pittsburgh & Lake Erie	31,242,074	54,906	51,977	2,929
Wabash	112,439,453	324,048	67,553	256,495
CENTRAL EASTERN REGION:				
Baltimore & Ohio	382,540,431	1,000,822	431,052	569,770
Central R.R. of New Jersey	54,169,869	25,105	4,851	20,254
Chicago & Eastern Illinois	35,588,082	29,118	21,740	7,378
Long Island	67,978,583	167,595	7,450	160,145
Monon R.R.	20,045,476	19,330	15,657	3,673
Pennsylvania R.R. Co.	844,232,093	481,779	110,803	370,976
Penna.-Reading Seashore Lines	8,147,355	50,122	894	49,228
Reading Company	106,362,637	169,943	94,854	75,089
Western Maryland	45,407,239	79,888	79,888	——
POCAHONTAS REGION:				
Chesapeake & Ohio	355,742,060	640,752	498,583	142,169
Norfolk & Western	203,946,296	600,528	530,908	69,620
Richmond, Fredericksburg & Potomac	24,138,614	16,177	3,732	12,445
Virginian	49,754,526	15,511	15,511	——
SOUTHERN REGION:				
Alabama Great Southern	15,795,477	46,112	39,253	6,859
Atlantic Coast Line	149,588,619	385,905	64,119	321,786
Central of Georgia	42,557,534	43,603	14,175	29,428
Cincinnati, New Orleans & Texas Pacific	36,459,566	94,070	82,588	11,482
Florida East Coast	34,555,031	32,301	4,199	28,102
Georgia Southern & Florida	9,810,077	23,533	18,096	5,437
Gulf Mobile & Ohio	80,100,167	61,708	15,302	46,406
Illinois Central	264,940,372	470,550	280,966	189,584
Louisville & Nashville	227,941,432	292,958	93,044	199,914
New Orleans & Northeastern	11,332,110	27,399	22,892	4,507
Seaboard Air Line	154,417,617	300,518	25,661	274,857
Southern Ry.	256,334,177	533,178	397,881	135,297
NORTHWESTERN REGION:				
Chicago & North Western	215,127,141	332,734	187,762	144,972
Chicago Great Western	34,827,861	21,913	20,179	1,734
Chicago, Milwaukee, St. Paul & Pacific	244,262,808	397,959	72,383	325,576
Great Northern	251,671,504	1,458,268	298,857	1,159,411
Minneapolis & St. Louis	22,339,028	22,282	22,249	33
Minneapolis, St. Paul & S.S. Marie	42,971,060	58,576	42,770	15,806
Northern Pacific	179,107,731	882,968	264,890	618,078
Spokane, Portland & Seattle System	32,392,387	57,694	33,169	24,525
Wisconsin Central	32,049,022	47,667	40,719	6,948
CENTRAL WESTERN REGION:				
Atchison, Topeka & Santa Fe System	595,289,055	2,411,221	837,390	1,573,831
Chicago, Burlington & Quincy	258,027,700	704,164	191,003	513,161
Chicago, Rock Island & Pacific	207,883,953	423,705	172,218	251,487
Denver & Rio Grande Western	76,935,580	309,794	171,223	138,571
Fort Worth & Denver	26,452,443	38,501	9,803	28,698
Southern Pacific Co.-Pac. Lines	513,346,169	748,707	378,615	370,092
Toledo, Peoria & Western	7,378,334	33,651	33,651	——
Union Pacific R.R.	505,215,191	3,319,665	281,574	3,038,091
Western Pacific	52,089,924	258,817	107,042	151,775
SOUTHWESTERN REGION:				
Kansas City Southern	42,563,851	61,485	23,655	37,830
Louisiana & Arkansas	24,161,088	50,479	20,119	30,360
Missouri-Kansas-Texas Lines	61,157,973	35,025	33,145	1,880
Missouri Pacific	291,807,589	359,251	97,072	262,179
St. Louis-San Francisco	114,112,741	198,054	144,661	53,393
St. Louis Southwestern Lines	60,768,619	62,263	60,772	1,491
Texas & New Orleans	135,467,549	120,713	89,521	31,192
Texas & Pacific	73,248,568	111,490	61,402	50,088

Certified
BLUE RIBBON MATS

Your own trusted mat molder can do THIS for you

No mystery, no monopoly about full page newspaper color, direct from service mats baked on the form.

The new Certified Blue Ribbon CC Mat is revolutionizing newspaper color, by providing the means of accurate color register.

No longer need the advertiser risk the disfigurement of overlapping or interrupted tones in carefully planned art. This results when the service mat is used to make a flat cast, from which there is a second mold on a shrinkage type of newspaper mat, followed by a second cast.

Avoid double stereotyping

Gain the compelling impact of full page color while minimizing the risk of faulty register. The Certified Blue Ribbon line rates among the best known of mat products. The Blue Ribbon CC Mat is modified to give needed durability for automatic casting in newspaper casting equipment. As many as 25 casts have been made from the Blue Ribbon CC surfaces without impairment.

Throughout two decades, Blue Ribbon Mats (six types) have given maximum reproductive quality for newspaper advertising as well as fine magazine and book work.

Certified Dry Mat Corporation
555 Fifth Ave., Dept. A, New York 17, N. Y.

Certified
BLUE RIBBON MATS

NET INCOME?

$1.2 billion in Georgia's money belt

America's first gold rush was in Georgia in 1828. Advertisers, today, are staging another . . . in the Augusta-Columbus-Macon market. "Gold" is $1.2 billion net income. Stake your claim with the Georgia Group. Combination rate; up to 10% savings.

For **penetration** in the Peach State, it's Atlanta **plus**

THE Georgia Group

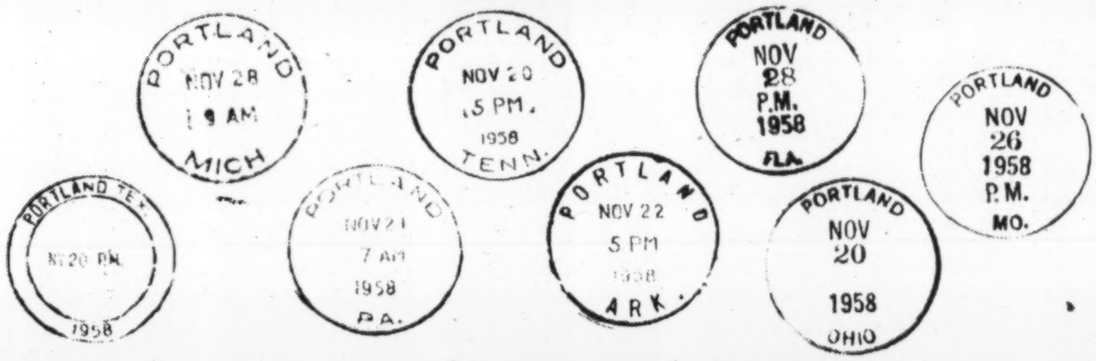
AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**

GEORGIA
COLUMBUS
MACON
AUGUSTA

the postmarks are actual reproductions

Sell plenty of Portlands with Grit


PORTLAND NOV 28 1 9 AM MICH
PORTLAND NOV 20 5 PM 1958 TENN.
PORTLAND NOV 28 P.M. 1958 FLA.
PORTLAND NOV 26 1958 P.M. MO.
PORTLAND TEX. NOV 20 PM 1958
PORTLAND NOV 21 7 AM 1958 PA.
PORTLAND NOV 22 5 PM 1958 ARK.
PORTLAND NOV 20 1958 OHIO

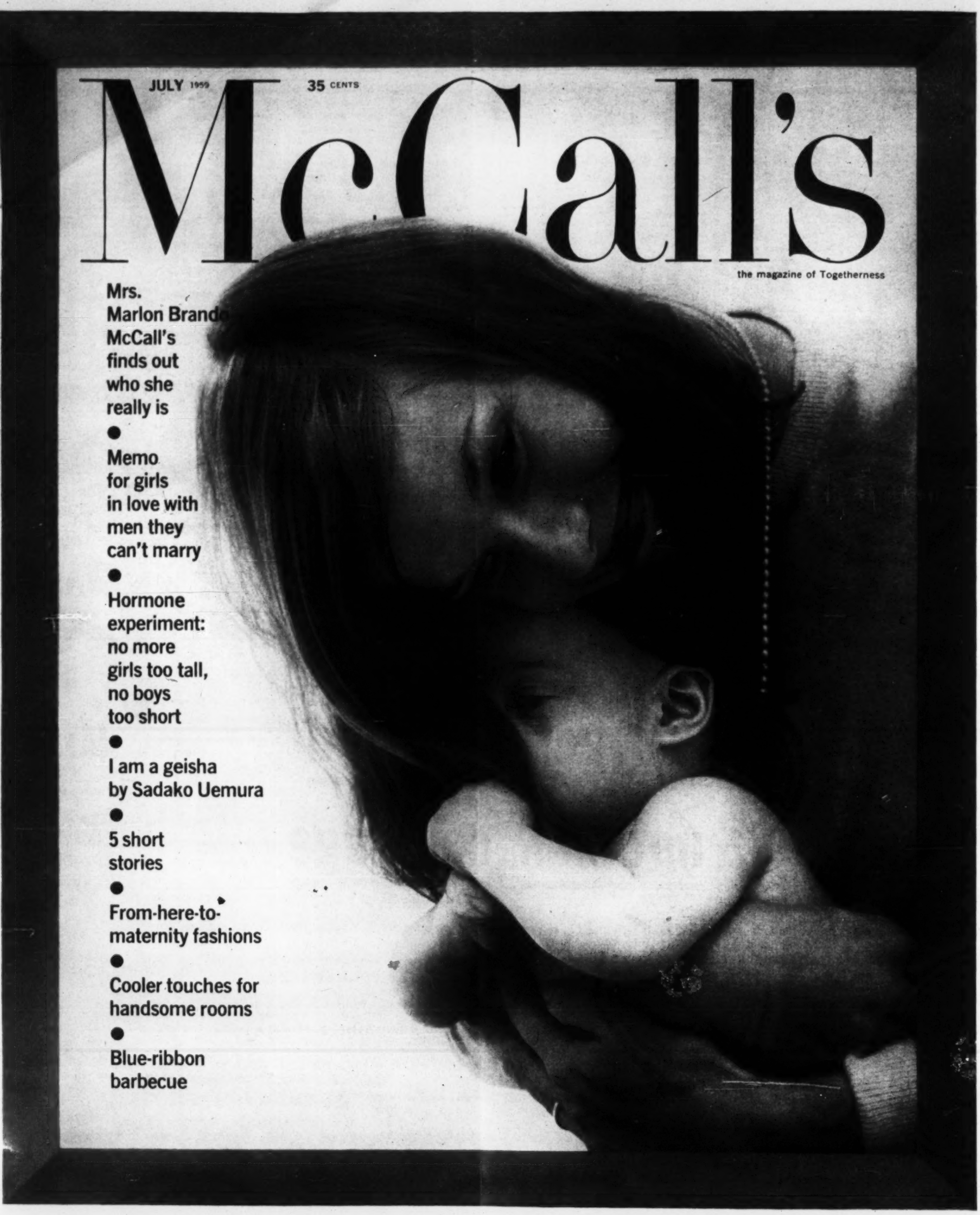
. . . get balanced national coverage

Conventional mass publications reach plenty of Portlanders, Maine or Oregon variety. But to reach plenty of Portlanders in 17 other states, you need a publication with concentrated small-town coverage. That's Grit . . . *only* Grit. With it to spread your story throughout 16,000 small towns the length and breadth of this nation, you help smooth out the metropolitan bias of the multi-million magazines. You get the *balanced national coverage* essential to total marketing success. A small investment buys a big Grit campaign — and no other publication can do what Grit does.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER



JULY 1959 35 CENTS

McCall's

the magazine of Togetherness

- Mrs. Marlon Brando McCall's finds out who she really is
- Memo for girls in love with men they can't marry
- Hormone experiment: no more girls too tall, no boys too short
- I am a geisha by Sadako Uemura
- 5 short stories
- From-here-to-maternity fashions
- Cooler touches for handsome rooms
- Blue-ribbon barbecue

WHY THIS ISSUE OF McCALL'S CONTAINS 21 PERCENT MORE ADVERTISING THAN A YEAR AGO

First of all, most of all, it is wonderful to read. Its short stories are the best popular stories published. Its articles are deeply human, deeply personal, enormously alive. Its coverage of medicine and movies, music and marriage, books and television, is thorough—and feminine. Its art presentation has a dramatic dimension.

Its service pages—food, fashion, equipment, personal beauty, decorating—are the most professionally done. Everybody in the business now seems to say so.

Its recent book condensations—the Groucho Marx autobiography, for example, and Fred Astaire's—are merely forerunners of literary events in the offing. As another example, the extraordinary memoirs of one of the most important and controversial men of our century (publication awaiting only the necessary government clearance).

This current issue of McCall's carries 21 percent more advertising linage than a year ago because advertisers are very much aware of what is happening in the women's field.

CIRCULATION HIGHEST IN McCALL'S 89-YEAR HISTORY . . . NOW MORE THAN 5,400,000